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TO MAKE MONEY WITH SQUABS

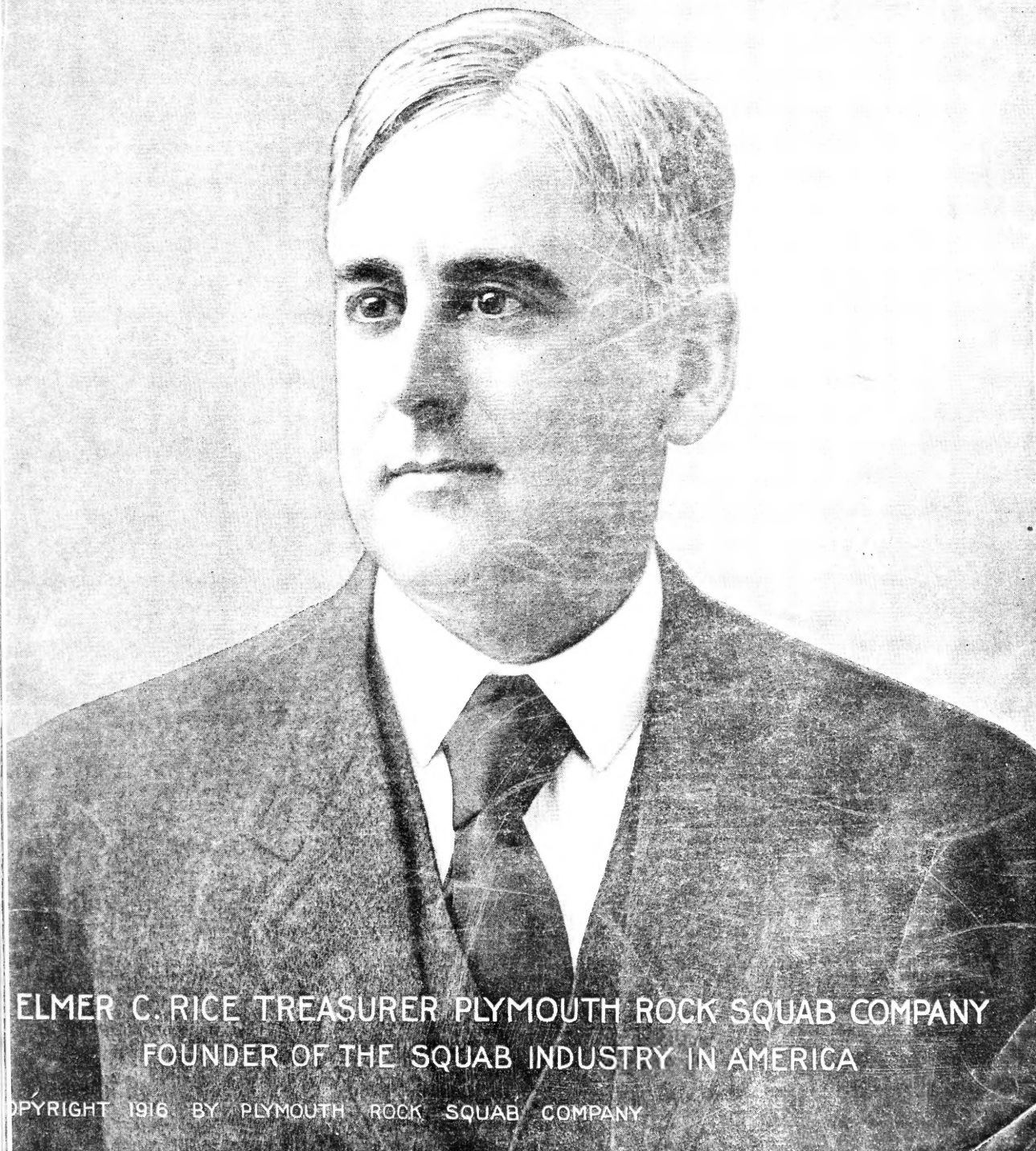
.....S IS THE BOOK FOR WHICH YOU SENT THE REQUEST

PUBLISHED BY

Plymouth Rock Squab Company

MELROSE HIGHLANDS MASSACHUSETTS

FOUNDER OF THE SQUAB INDUSTRY IN AMERICA



ELMER C. RICE TREASURER PLYMOUTH ROCK SQUAB COMPANY
FOUNDER OF THE SQUAB INDUSTRY IN AMERICA

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I Like Farm Work Now That I Am Making Money by Breeding Plymouth Rock Homer and Carneau Squabs

BY W. O. BUNCH

WHEN I was twenty-two years old and was working for my father on the farm at very moderate wages, and was thinking of leaving the farm for something that would pay better, I happened to learn of the squab business by my father going to a town where a man had quite a pigeon business. He came home and told what he saw and heard and I became very much interested. This was in December, 1909. I looked over some magazines till I found an advertisement of the Plymouth Rock Squab Company. I sent for the manual and after reading about everything I ordered six Carneaux. They pleased me so much that I forgot all about leaving the farm but wanted more pigeons. Then I sent to the Plymouth Rock Squab Company for six pairs of their best Homers. I still have the original six pairs and they have been doing good work all these five and one-half years. I was much pleased when the young began to hatch and grow. I kept the squabs the first year, or till May, 1911. Then I was able to sell one or two dozen squabs each week and that spring I built an addition of two units and filled it with young pigeons. Then next year I built another addition of four units which made this building eighty feet long and all filled with birds of my own raising except the few pairs of Homers and Carneaux that I started with.

I kept on selling squabs and next year, 1913, I built another pigeon house fifteen by sixty feet and kept young pigeons to fill this building except I sent to the Plymouth Rock Squab Company for fifty pairs of their best Homers and they sent me a nice bunch. Later I bought fifty pairs more of Homers. The next year I built another addition of forty feet which made this building fifteen by one hundred feet, and then I bought a few more Homers. I have sold some squabs to private trade, but this is too much bother as I am in the country some distance from the city so I prefer to kill all in one day, put them in a barrel with ice, and send them to a commission firm in Chicago, which is about one hundred miles west of my town. This year I have not put up any building, but in the spring of 1915 took a trip to California to see the expositions and let the pigeons pay all the expenses. It was an enjoyable trip, but I was glad to get back to Indiana, where I could take care of my pigeons again, and they have been doing good work, too, this summer.

Since I am making a good thing with the birds I have no desire to leave the farm and try something else. Here are the figures as taken from my books which show the number of squabs sold each year and the price received: 1911, 702 squabs \$177.45; 1912, 1291 squabs \$382.20; 1913, 2875 squabs \$915.25; 1914, 5501 squabs \$1,486.60; and this year till September 1, 4652 squabs \$1264.90; and to-day, September 2, I sent 224 squabs to Chicago. All there is to it, is start with the right kind of stock and information.



I Used to Be a Hired Man but Now I Work for Myself Breeding Plymouth Rock Squabs

BY GEORGE CABALL

I MANAGED a squab plant of 1500 birds, and seeing the great opening for another plant I decided to start myself. I did not have much capital, so had to start small. I bought seven pairs of Plymouth Rock Carneaux February 7, 1914, and have to date (August, 1915) 150 mated pairs and twelve odd cocks. On March 15, 1914, I bought twenty-five pairs of Homers, and have one hundred pairs and have sold \$175 worth of squabs. With my small flock I cannot supply the demand, so have to help me three parties also having small flocks (whom I got to start), who sell me all their output at \$3 per dozen alive; and I still have been short on several occasions this summer. When I figure the little trouble my squabs have been compared with my chickens I say by all means squabs for me. The coops I have been using are made from piano boxes but I intend to put up a large house this fall. I have had not more than two sick birds all this year.

When I was managing the squab plant of 1500 birds, I could see there was plenty of room for another. The people I worked for shipped most of their squabs to Chicago. With my present stock of 250 mated pairs I must say I have done better than I ever thought I would. I have been short on several occasions this summer, notwithstanding I am buying all the squabs the three neighbors can produce and can afford to pay them \$3 per dozen alive. I have not sold a squab for less than \$3 per dozen this year. I can pick twelve per hour, so have \$2 or more profit on every dozen I buy. Two dollars per hour are good wages, but next year I hope to have a flock large enough to supply all my trade. I live near three of the best resorts in Michigan, namely, Ottawa Beach, Macatawa and Wankoo, and not only had the business this summer but have the promise of a great many to take my squabs and eggs for the winter and will let me know when to send as soon as they get back to the cities. They say they never have tasted squabs with such a nice flavor and so plump and have always complimented me on the way I clean them.



WHAT I DID IN FIVE YEARS WITH FOUR PAIRS (by J. W. Murray). The evidence in Rice's National Standard Squab Book convinced me that with good judgment and plenty of sand there is money in the squab business. I bought four pairs of Homers to try my luck, December 14, 1908. I finished off a loft in my shop chamber to accommodate about thirty pairs and put them in. It did not take them long to commence housekeeping. I began to raise up the best squabs. At the end of the first year I had nineteen pairs. The next year I increased my flock to fifty pairs. I converted the lower part of my shop into a pigeon loft, making one room in the front end to accommodate about fifty pairs, with another smaller room to place the young in, leaving the rest of the space for a grain room and small coops. At present (February, 1914) I have one hundred ten pairs. Last year (1913) I sold \$385.30 worth of squabs. I paid \$200.90 for grain, leaving a balance of \$184.40. My whole plant, including yard, occupies a space of 20 by 28 feet. From the time I commenced until December 17, 1913, I sold 3313 squabs.

GOOD FLORIDA MARKET (by William A. Bader). I bought three pairs of Plymouth Rock Homers in April. After giving them three months' trial, I ordered three more pairs in July. I am more than pleased with them. I have given them a good try-out, as this has been a long, hot summer. They have bred fine. I have fifty-nine pigeons in all (October 29). I am in the business to stay, as the market is A1 here. I can sell more than I can raise at six

dollars a dozen. In Miami, Florida, which is only twenty miles from this place, I have referred three of my friends to the business, and they have bought breeders. The claim that Homers will breed seven to nine pairs of squabs a year is more than safe. I have some that will breed twelve pairs a year at the rate they are going. I have had squabs that tipped the scales at one pound apiece at three weeks. I am an old chicken breeder so it was easy for me to learn the ways of the pigeon.

SOUTH CAROLINA MARKETS BARE OF SQUABS (by Cliff W. Jones). Three large hotels in my city claim they do not place squabs on the bills of fare because they have no way of getting them except to ship in from some other point. They can only get a few sometimes from local breeders for special occasions or special orders. Six or eight cafes never serve squabs because the meat markets do not handle them and no one has offered to supply them regularly. All of the hotels and cafes claim they would buy good squabs regularly if they could find some one to supply regularly, some one on whom they could depend. The city hospital uses some squabs bought locally. If necessary it sometimes sends to Atlanta, one hundred and fifty miles. In my judgment there is no better business to engage in here than squab breeding. People are simply clamoring for some one to furnish the squabs regularly and place them at the markets. Any one could easily work up a nice trade selling direct to the consumers, hotels and the cafes as well as the hospital.

ALL MY PAIRS BREED BECAUSE I HAVE THE RIGHT STOCK

How I Ship Plymouth Rock Squabs 125 Miles to a City Hotel by Parcel Post

BY R. L. PHILLIPS

I HAVE bought for my start the extra Plymouth Rock Homers from the Plymouth Rock Squab Company. During the months of April, May, June and July (1915), I have been getting from thirty-three to forty-five squabs per month, or an average of nearly forty. The forty pairs I have are all breeding and since last March the average number of nests in the house, containing eggs and squabs, has been **forty-three**. One pair raised **seventeen** squabs in 1914, besides three pairs of eggs I took from them to put under another pair I have that lay soft-shelled eggs.

Regarding my methods: I follow the instructions contained in Rice's manual as closely as possible. The average cost of feed is \$2.75 per hundred. They get peanuts once a day when I feed my own mixture and I find they give excellent results.

During the fall and winter months I have local customers (South Carolina) who take all the squabs I can supply, but when spring and summer come they desert me in favor of frying chickens. Furthermore they pay me only \$3.25 per dozen, dressed, and I began to think this too little for them. In order to dispose of the squabs which were accumulating, and at the same time secure a better price, I tried a scheme which worked well. I wrote to a prominent hotel located about 125 miles from this city, and told them in as few words as possible that I was a breeder of extra Ply-

mouth Rock Homer pigeons whose squabs weighed from eight to ten pounds to the dozen; that I would ship via special delivery parcel post and that a shipment leaving here at 9.15 A. M., would be delivered to them by 2.30 P. M., and that I guaranteed the squabs to arrive in first-class condition. I quoted them \$4.25 per dozen delivered, and three days later received their order for four dozen, which is as many as my plant produces per month. I was able to fill only part of their order, but they were so pleased that the following week they sent another order for three dozen which I filled by calling on some local breeders for help. When three dozen are shipped to a point in the second zone the postage, including special delivery stamp, amounts to only fourteen cents per dozen. The squabs are kept on ice as near train time as possible, and then packed (without ice) in a pasteboard box heavily lined with newspapers. From the time they leave the refrigerator until delivered at destination is just about six hours, and as the hotel has never kicked they must arrive O.K. I therefore receive nearly one dollar per dozen more than I can get locally and at the same time dispose of the entire output to one customer. I might add that at the time I wrote this hotel I sent practically the same letter to two other hotels located in different cities, and received replies from both stating that they did not use squabs during the summer, but would be glad to take the matter up with me further in the fall. I am a firm believer in a straightforward letter, stating facts, as an advertising medium, and am confident that if I had a larger plant I could dispose of all the squabs to large hotels at much better prices than I can get locally.



I PREFER HOMERS, AFTER SEVEN YEARS' WORK (by J. B. Beckman). I am going to write and let you know a few things about the Extra Plymouth Rock Homers and that is this: I wouldn't give them for all the other breeds. I now have six hundred pairs of A No. 1 Homer breeders and a hundred and fifty pairs of Plymouth Rock Carneaux, but give me the Homers. I am now receiving for eight-pound squabs \$4.20, nine-pound squabs \$4.90, ten-pound squabs \$5.30, eleven-pound squabs \$5.65, and twelve-pound squabs \$6. I have had seven years' experience breeding squabs. I have a fine market in Chicago and get paid for my own grading. I ship to the Associated Squab Supply and Distributing Company. My Homer squabs run from nine pounds to twelve pounds to the dozen and I shipped last year \$1,480 worth of squabs to one man; but this year I am receiving one dollar more on the dozen than I did last year this time. I am building a new house for six hundred more birds.

WISCONSIN MARKET (by E. E. Merten). On seeing a marketman, W. J. Fenelon of Waupun, I learned the following about the squab market. He can easily dispose of all he can get at the rate of five dollars to seven dollars a dozen, depending upon size and quality, which are generally not above a low average. He claims it is very seldom he can obtain many squabs in the winter, in the severe months. At present (April) he did not have any squabs, although he had calls for them and would like to obtain some.

SOLD ALIVE IN BALTIMORE (by Oliver Castleman). I feed only the best grain and find it pays. When I went to market my squabs I found the Baltimore market not well developed. I have now a market in Baltimore for \$3 to \$3.25 a dozen alive.

HOW I WAS LED INTO SQUAB WORK BY \$5.50 (by W. F. Wilkins). In the early part of 1912, while on a trip, I ran across a man who was raising squabs, and I asked him about them, and he told me that there was money in squab raising. I came home and never thought much about it until one day while at my work the idea of raising squabs came upon my mind insistently, and I said to myself, "I am going to buy a few pairs of Homers and try them." I purchased fifteen pairs from a man a few miles away in the country. I had a vacant horse stall in my yard, and put a floor in it and built a small wire cage on the outside. I fed and watered them twice daily for six months. I did not have much time to do more than that, on account of my other business. I found the increase came so fast that I had to have more room, so I built a new squabhouse. After the birds were in there six weeks, I had a nice lot of squabs on hand, and decided to try my luck on the market. I shipped two dozen and when I got my returns I found they had sold for \$5.50 a dozen. This looked so good to me that I decided to take a step forward. I built two more pens and bought eight pairs more from the same man, and I also ordered twenty-five pairs from the Plymouth Rock Squab Company. It was no time after I put the birds in the new houses before they all went to work, and then I

started in to ship squabs fast. I figured my feed bill and the money I received for my squabs, and I found that I had a nice profit. Since the first of March of this year, I have shipped 800 squabs and saved 100 pairs of breeders from 150 pairs of mated Homers. I think this is a very good record. I have four pens now containing 250 mated pairs of Homers and they are all working and I know every pair. I believe this business poorly conducted is a very poor business but properly managed is a good business. I want to say that any one that ever buys any Homers from the Plymouth Rock Squab Company will never regret his money, for they are the best Homers I ever saw. The old darkey that works for me says that the Boston bird is some bird. I expect by next year to have 500 mated pairs. I know of no business I like any better than I do the squab business. I am a Virginia grower and shipper of cabbage, Irish and sweet potatoes.

MARKETMEN DON'T WRITE MANY LETTERS. Don't expect busy marketmen to take half hours off to write letters to you. They get letters every day from skeptical prospects who want to know if it is really true that people eat squabs and if they will really buy a dozen squabs a week or so, and such letters go into the wastebasket where they belong as soon as opened. The marketmen who advertise for squabs do not do so for the purpose of conducting a correspondence, but for the purpose of getting squabs and paying for them. If you realize that you are dealing with business men, and mean business yourself, kill your squabs, cool them, pack them in ice in a box and ship them to one of these marketmen, sending an invoice by mail and putting a duplicate invoice inside the box in a stout envelope on top of the squabs. You will be paid for them at the rate of \$3 to \$6 a dozen. This will introduce you to the traffic and you will be told what to do by your consignee if you have made mistakes in shipping. Be sure you talk with your express agent and ship at the low rate as a "general special" with twenty-five per cent off the weight for ice and you will be surprised to see how cheaply the transportation will figure to a distant city. Don't worry about your local market for squabs. Get into the habit of killing, packing and shipping regularly to the cities, where they are so anxious to get squabs that the firms there advertise continuously for them.

IMPORTANT SQUAB SECRETS

THERE is a very important secret given in our cloth-bound one dollar Manual. It is found on Page 231, with further explanatory text on Page 308. It tells how to breed fifteen pairs of squabs from any one pair of pigeons in one year, hatching only the eggs of the largest birds. By this method a few pairs of the largest Homers or the largest Carneaux may be built up rapidly to a fine flock. Instead of waiting for the pigeon to grow to the mature age of six months before accepting or rejecting it, the pigeon is judged in the egg, thus saving months of useless time, labor and expense. No small or otherwise undesirable breeders are raised at all. The poorer birds do the work of the better birds, and the better birds do **DOUBLE WORK**. Just how this is done is fully disclosed, so that anybody can follow it. It is a simple matter of no expense whatever, just expert knowledge applied. This method is invaluable to anybody breeding pigeons, as it is applicable to any breed. Don't waste feed and time raising poor birds. Head them off in the egg. Be sure and read this in the Manual and follow it in the management of your flock, if you start small with the intention of breeding your own birds. You will have a valuable flock in record-breaking time.

Why It Pays to Start with Best Stock

How I Earned Over One Thousand Dollars with One Pair of Plymouth Rock Pigeons

BY E. P. THARP

IN the spring of 1908 I purchased one pair of imported Belgian Carneaux from Elmer C. Rice, the father of the squab industry. They were as fine pigeons as one would wish to see and went to work immediately. I gave them the best of care and feed and they proved to be the best of breeders. In 1909 I exchanged sixteen

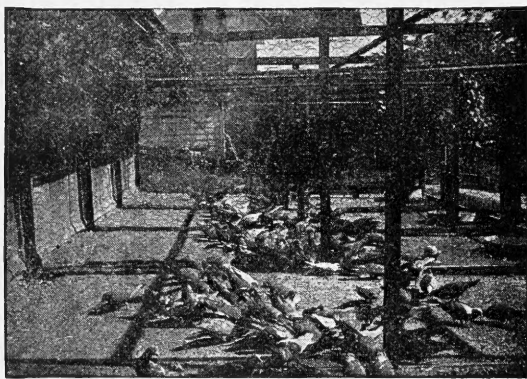


PHOTO FROM MR. THARP, SHOWING FLYPENS

birds with a friend of mine, R. G. Kyte, a noted pigeon fancier and squab breeder, for sixteen of his Carneaux, also stock purchased from our worthy Mr. Rice. During this time, I had sold quite a number of breeders to different parties. In 1912 I had sixty pairs of good breeders left and began to sell squabs. I asked some

of my acquaintances to try them and in a short time I could not supply the demand. I sold that year over \$150.00 worth of squabs. I have obtained **six dollars a dozen** for all that I have ever sold and find a good demand for them here in Northern Indiana. My health has been failing ever since and I decided to sell my flock, which was an easy matter. I received the topnotch price for them. I have just disposed of them but am lost without my birds.

I assure my brother squab breeders that if they get their stock from the Plymouth Rock Squab Company and feed the proper kind of feed and give their birds the proper care they will never fail in pigeon and squab culture. I intend if health permits to start anew in the spring and am going to put in a pen of our friend Rice's **Extra Plymouth Rock Homers**. I know they are right or he would not say they were.

I know of no business today for a man or woman to go into for quicker returns for their money than some **Plymouth Rock** pigeon stock for the squab business. In Rice's Manual, "The National Standard Squab Book," you have the necessary instruction in a nutshell. I followed it to get my results. I am an old railroad man (over sixty years old). **I have realized over one thousand dollars from that one pair of Plymouth Rock Carneaux and their offspring.** I have had very poor health for the last four years and had come to the conclusion to give up the business, but I am improving and have the squab fever again worse than ever. I would not take a thousand dollars for my experience that I have gained in the business and I have no one to thank but Elmer C. Rice for my success.

For prices of our pigeons, see this catalogue, pages 23, 24, 25, 26. Mr. Tharp paid six dollars for the pair of Plymouth Rock Carneaux bought of us which did such splendid work for him as told above. Our Extra Homers sell for less money and breed as well as the Carneaux and are preferred by many.

Eight Pigeons Bred to 164 in One Year

BY JUDGE OCIE SPEER

I AM one of the justices of the Court of Civil Appeals for this State (Texas) and my interest in pigeons and poultry is purely for diversion, and I must say I have found it most interesting. As between pigeons and chickens, I am decidedly for the former. This conclusion has been reached after a very thorough comparative test, for one season, at least. During the past spring I have expended nearly two hundred dollars in incubators, coops, chickens, eggs, oil, and feed. I have set nearly two thousand eggs, hatched nearly one thousand chicks, eaten only about twenty, and now have, of all ages, only about one hundred. They began dying immediately after they were hatched — indeed, hundreds of them made greater haste, and died in the shell — and those that didn't die of bowel trouble waited to die of sore head and roup. I have fertilized my kitchen garden with their decaying carcasses. I have tried all the remedies, from coppers to carbolic acid, and fed everything from bran to alfalfa. I have all the chickens I want — in a Pickwickian sense. I have eaten more broilers and had more pies from my pigeons than from all my chickens.

I started with four pairs of Carneaux. They were well mated, hard at work, and withal pretty likely birds. This was in 1911. I kept a strict account with this pen, noting every egg laid, when hatched, and every other fact which could be of any account in my experiment.

The paint on my pen was hardly dry before the little flock had

outgrown their quarters, and a new home was provided. Of this new plant, if I may use such a pretentious word, I am very proud. It consists of a series of five units, each six by ten feet, nine feet high in front, and eight feet high in the rear, with flies twelve feet long in front, and small flies five feet long in the rear. These front flies are finished in pergola style and have an ornamental appearance in my back yard. I have set vines which I expect soon to cover it like a trellis. The back flies are simply so many back yards for the youngsters of each pen. The layout will accommodate comfortably two hundred birds, or twenty pairs to the pen.

Once in their new home the Carneaux took on new life as though they understood they were expected to fill it. In twelve months to a day this is what the pen contained: Sixty-four mated pairs, thirty-six youngsters and squabs, and forty eggs under hens, or a total of one hundred and sixty-four Carneaux. This I consider a pretty fair showing for the productiveness of that breed, when it is remembered that the usual train of bad luck attended my experiment. A good number of eggs were accidentally broken, some squabs died either from accident or disease, I lost some time with two cocks that foolishly tried to mate up, many of the eggs from the young pairs were not fertile, and there were other little hindrances, of all of which I kept due account on my record. But forty birds to the pair from four pairs in a twelvemonth is not so bad after all, for an amateur.

How I Sell Plymouth Rock Homer Squabs as High as Eight Dollars a Dozen

BY KARL C. JURSEK

I STARTED in 1910 with a small flock of the extra Plymouth Rock Homers and bought more from time to time as I was able to pay for them out of squab earnings. At that time, in fact from 1903 on, I was in the employ of a Boston concern selling roofing and coal-tar products. I was a road salesman and also a bookkeeper. I did not give up that position until January, 1913, by which time the squab plant had demonstrated to me its excellent earning power. For two years I saw the birds only occasionally and in my absence my relatives looked after them.

I have 480 pairs of breeders now in nine units, all the extra Homers except twenty-five pairs of Carneaux. Most of the Homers are the original birds as purchased from Mr. Rice. This flock has earned a net profit of ninety dollars a month for the past six months, and by this I mean a profit after deducting every expense, including my own living expenses. My squabs weigh nine to ten pounds to the dozen. I am receiving \$6.25 to \$6.50 a dozen now (November 24). I received \$8 and \$8.50 a dozen last winter for eight dozen. That was high-water mark. Last December I was paid \$7 a dozen. Prices were lowest last July and August, when I received \$5.50 a dozen from family trade and \$4.75 from clubs and hotels. The minimum price for 1913 was \$4.75 a dozen. I sold fifteen dozen at that price. For the whole of 1913, up to date, I have received an average price of \$5.35 a dozen. It has cost me \$1.87 a dozen to produce the squabs, so on each dozen I have had a margin of \$3.48. I have fifty-five pairs of young pigeons not producing and am craying these at the expense of the others in anticipation of their future earnings. From August 1, 1912, to July 31, 1913, my Homers produced 6½ pairs of squabs to each breeding pair.

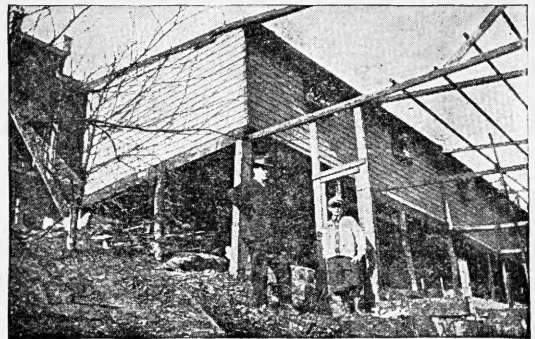
My prices are better than those obtained by most squab breeders because I have given more thought and effort to the selling instead of the breeding. I had to leave school and go to work eleven years ago, when thirteen years old, but I made up my education later by night school and by my own library. I learned the importance of knowing how to sell goods by experience. Selling squabs came easy. When I was about to have some squabs ready I took the Pittsburgh Blue Book, which is a sort of social register of the city, giving the names of the well-to-do families, the clubs their members belong to, and facts of that nature, and copied a list of desirable prospects whose men folks were doing business down town. I would call first on these men at their office and make an appointment to show squabs at their homes to their wives or cooks. In this way I made business connections with the Patterson family, the Caseys, Childs, Hunters, Porters, Reinewalds, Orrs, Logans. In making personal visits to women prospects, I would suggest sometimes that they feature a squab luncheon or tea as a novelty and I found this suggestion eagerly adopted by those who did much entertaining. For such an event they would order one or two dozen and always at a price fifty cents a dozen higher than the best prevailing price in order to get a uniform lot of squabs so that each diner would have on her plate one as good as her neighbor. My small brother makes all the squab deliveries by trolley and he would invariably come back from a trip with a story of how pleased the woman was with the size and appearance of the squabs. After that, when reordering, the price never would be asked. In fact, that is true now of all my customers, including the clubs and hotels. They are pleased with the quality and my bills never are questioned. All of my trade, with the exception of two hotels, pay on delivery of the squabs, mostly by check on account of the woman of the house. Last April I started to send out to all my customers a monthly card of prices, but one month's mailing brought in more orders than I could handle, so I dropped that idea. I could sell to my present list of names the squabs from ten plants the size of my own. They are calling me up now for Christmas and New Year's deliveries and urging me not to disappoint them. During the past two weeks I have been obliged to turn down one Christmas order for fifteen dozen, another for eighteen dozen and a third for thirty-five dozen.

The Pittsburgh trade had become accustomed to rather poor squabs. I found considerable prejudice against squabs among

women who said squabs "had no meat on them, were not large enough for a meal, were dry and tasteless," etc. They had been eating old pigeons such as boys catch in the steeples and sell for fifteen cents apiece and also small or dark squabs frequently shipped from cold storage. The large size and juicy eating of my squabs at once overcame such prejudices.

My customers pay me but a trifle more than they are accustomed to pay the marketmen. My squabs are not known as high priced and I am careful not to get the reputation of being high priced. Once a week I call at the markets down town and find out their prices and I base my quotations on such figures, always keeping a little above them. The quality of my squabs is always sufficient to justify the increase.

I know from what I have seen of the Pittsburgh markets that many breeders are selling squabs equally as good as mine for much less money. Dealers, when I quote \$6 a dozen to them, will tell me of shippers to whom they are paying \$3.50 to \$3.75 a dozen, and they have shown me the invoices as proof and on the invoices I have recognized the names of Ohio and Pennsylvania breeders, but that never has influenced me and I never have found a dealer in need of squabs who would not pay my price if I could supply him. Let the breeder create enough family trade so he can dictate to the dealer as to the proper price for squabs and you will see the general market going up by leaps and bounds.



ONE OF THE SQUABHOUSES
Mr. Jursek and his small brother (who delivers the squabs to customers) are in the foreground.

My plant has cost me \$525. I have never used my savings or any part of them, outside of the original pigeon purchase, but have let the squab earnings enlarge the plant. As I am giving all my time now to squabs, I erected my last squabhouse myself. I am going to put up another soon, and by this time next year I should be housing eight hundred pairs of breeders. I am going to leave this plant as it will be for my father to attend, and for myself build a new and larger plant in the country and sell the output of both.

No practical squab breeder should spend his time experimenting with crosses. We have in the pure breeds the successful squab plants. I like the Homers better than the Carneaux because I think they are harder for their generations of breeding and use for flying races. In the case of Homers such as mine there is not enough difference in the weight of the squabs to make a talking point.

The grain I am feeding costs me \$2.15 per hundred pounds and my figures as to profits are based on that.

If everybody interested in squabs could look at them from the selling end with the same eyes I do and realize the possibilities of squabs properly marketed, there would be some lively times in the squab industry. It is a daily struggle now with me to keep trade away. The methods of personal solicitation I have used are nothing new in other lines of goods, but few squab raisers use them. I like to get out and see people and talk squabs to possible customers. In some cases I will clinch the argument and make a sure customer by offering a gift of a sample squab to show quality. The methods I am using in Pittsburgh can be used in any city or large town. Go after the able-to-buy folks. Don't sit on the grain bin and expect them to solicit you.

WHAT I DID WITH ONLY 13 PAIRS

BY J. E. ROSS

IN May, 1910 I purchased thirteen pairs of Extra Plymouth Rock Homers from the Plymouth Rock Squab Company, and as it is more than a year now since I received them, I thought you would like to know what they have been doing and what I have been doing.

The birds arrived on a Saturday afternoon, and by Friday of the following week twelve pairs were sitting on eggs, and they are still at it. From the original thirteen pairs I have raised one hundred pairs of the finest birds that you would want to look at. I have not lost any old birds, nor have I had any sickness in the flock, nor been troubled with lice.

Out of the thirteen pairs, nine pairs have raised nine pairs of squabs from May, 1910 to May, 1911, one pair eight pairs of squabs, and three pairs eleven pairs of squabs in the same time. My squabs weigh from twelve ounces to seventeen ounces at four weeks old, the majority of them weighing from fourteen to fourteen and one-half ounces each. I sell my squabs by the ounce, five cents an ounce, to private trade. From July 20 until July 31 I have sold 104 squabs for five cents an ounce. I have eighty-two squabs in the nest from one day to four weeks old, and twenty-six pairs of eggs, and others building their nests.

I feed a mixture of Canada peas, red wheat, buckwheat, kaffir corn, whole round corn, lentils, millet and hempseed. I use the self feeder described in Rice's Manual. Late in the afternoon I put enough grain into the feeder to last all the next day. I find that between three and four o'clock in the morning the crops of the squabs are empty, and as the birds are up and about early, they can feed their young before they get real hungry. I find that this helps in the weight of the squabs very much. I feed only the very best grain. If I find that I cannot get good corn, I cut the corn out until I can get it good, and the same with any of the other grains. All the dirt and dust is sifted out of the grain before it is fed to the birds. The drinking and bathing waters are changed three times a day in the summer and twice a day in the winter. It costs me six cents a month per bird to keep my flock.

I have many visitors who come to see my Homers. They all say that they are the finest they ever saw. They want to know how it is that my birds are always so active, that the pigeons they generally see sit dumpy in one corner of the pen. My birds are

always on the go, never in one place long enough to count. They want to know what I feed them to make them so lively. I tell them that it is not the feed, but the breed. Then I tell them the difference between my birds and the birds that they have seen, all dumpy. I tell them the difference between my squabs and the squabs they buy in the markets. They are surprised and some say they don't believe it. Of those who do not believe what I tell them, I ask to go to the market and buy a pair of squabs and bring them to me, and if my squabs are not cheaper and better, I will pay for the squabs that they buy, and make them a present of a pair of my squabs besides. One man took me up on it, but I beat him out. One of the squabs weighed eight ounces and the other nine and one-half ounces. He paid \$1.25 for the pair. This man is one of my best customers. When my squabs are ready to kill I do not wait for people to come to me, but I go to them.

I will tell you how I came to start in the squab business. About three years ago I met with an accident on the railroad where I was employed, and it left me in such a condition that I was unable to do any work without sitting down to rest very often. I found it very hard to get work where I could do that, and as my small bank account was getting smaller, I had to do something very soon. A friend of mine told me of the squab business. I read Rice's Manual until I had it off by heart, then I sent for the birds. I have never regretted the day that I spent the thirty dollars for the Plymouth Rock Homers. I have sold several pairs of breeders for four dollars a pair, and have refused a number of sales at that price, for they are worth that much to me.

As I went around in my Long Island town selling my squabs, the people would ask me for fresh eggs, so I decided to buy eggs and sell them with my squabs. When I first started with squabs I was not making a cent. I am picking up from nine dollars to twelve dollars a day now with my squabs and eggs. At present I have more orders for squabs than I can supply, and my place will not accommodate another pen of birds. I am looking for a larger place now, and if I can get it I am going to put in two more pens of Plymouth Rock Extra Homers, and I am going to get them from the Plymouth Rock Squab Co., so you can expect to hear from me again.



Net Income of \$4000 a Year from Our Squab Plant

BY OSCAR MAERZKE

IHAVE been in the squab business thirteen years. I have a mixed flock containing both common pigeons and Homers. The squabs from the Homers are larger and bring more money, and the Homers breed better than the commons. I make \$4000 a year profit. I always have run the business alone, up to last year, when I took a partner, Charles Lutovsky. In the county where we live (Wisconsin) many of the farmers breed common pigeons. We have an automobile with a rack on back to hold pigeon crates. My partner goes out daily in this automobile, to gather up the squabs from the farmers, covering regular routes. He brings them home alive and I kill and pluck them and ship them along with the squabs we raise. We have shipped squabs as far East as New York. Just now we are shipping to Chicago, about 150 miles distant. We use any kind of a second-hand box, provided it is clean and fairly tight, for shipping, putting a layer of ice on top of the squabs and nailing the box up tight. The empties are not returned to us.

My home is half a mile down the street from the squab plant. I have built one residence from squab profits and am now building another alongside my present home. I put up the squab buildings myself, making them two stories high to save land and lumber, and also to save time in caring for the birds. Recently we bought an old building down town and moved it up alongside the present structures, and put a cement foundation under it, and have converted it into a two-story squabhouse which we are going to fill with about one thousand more pairs of Homers. We now (1912) have between eight thousand and nine thousand pigeons. Good Homers can be bought cheaper than we can breed them, so instead of saving our best squabs and raising them to breeding age, we always buy old Homers.

It costs us \$3500 a year to feed our birds, or a little less than \$1 a year a pair. At one time we sold the manure regularly to a firm of tanners in Milwaukee but for the past year or so they have not been taking any and we have let it pile up in one of the yards pending a sale of it. We feed wheat, cracked corn and whole

corn mostly, as low as we can buy them. We feed the expensive hempseed only in the spring, as a tonic, believing it gingers them up then and increases the squab production. We have ground oyster shell of usual size. An important part of the daily ration is a wild seed mixture, bought cheaply. We get it from a brewery. It is what is left after cleaning barley for malt. The brewery having no further use for this refuse sells it cheap. It is perfectly clean, dry, sweet and good, however. The pigeons are very fond of it and it does them good.

The squabs from our common pigeons and the common squabs bought from the farmers weigh about seven pounds to the dozen. They are smaller, do not look so good and do not bring so much in the market as the Homer squabs. The squabs from our Homers weigh eight or nine pounds to the dozen and we have some ten-pound Homer squabs. When I started in the business a squab was a squab, no matter what size, and brought a flat price, but now, on account of the enormous number of superior, large-size Homers which Elmer Rice has imported from Belgium and sold in this country, the small size native American Homers and the common pigeons have been overshadowed in the markets. Squabs are now graded by weight when sold, and the more they weigh to the dozen, the more they bring. I have always sold to commission men and dealers in the large cities. This is the ordinary German-peopled town of which there are so many in Wisconsin, and squabs cannot be sold direct to the consumer here. I went to New York a few years ago and made the acquaintance of squab receivers there, and shipped to New York for quite a period. On account of the much lower express rate to Chicago, we can do better there this year.

We have no heat in our houses. In the winter the temperature goes as low as twenty degrees below zero. The squab production falls off some in winter and we lose a few squabs and eggs by freezing, but this is trifling compared to the cost of installing and running a heating apparatus, which is out of the question with our houses built and located as they are.

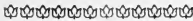
HOW WOMEN TALKED MY SQUABS TO SUCCESS

BY HENRY A. COOK

IT was quite by accident that I got interested in the squab industry. A neighbor was working on a house in his back yard one day about two years ago, and I asked him what he was doing. He answered that he was building a squabhouse and showed me a catalogue. I became interested and sent for Rice's Manual. Having been impressed with my friend's Homers (Plymouth Rock extras) and also by the clear, concise direction as set forth in Rice's Manual, I bought six pairs of Homers for a start. Squab raising is in its infancy here (South Carolina) and when I started in the business, squabs were selling at 12½ cents a pound, at the highest. Dressed squabs were practically unknown. I decided to revolutionize things or not sell at all. Squabs were quoted in the evening paper every night at 12½ cents. I selected a list of the richer set and sent them private mailing cards, very much on the principle of those used by Lynn James, as described in the manual. About two hours after sending the cards, one of the ladies called me up and asked for particulars. She said that the papers quoted squabs at 12½ cents per pound, while I charged 40 cents per pound. I told her that I had squabs for sale; not old, tough, common pigeons, but large, juicy, tender Homer squabs weighing ten pounds to the dozen — furthermore that I dressed my

own squabs and every one left me in perfectly sanitary condition. She said that she would take a half-dozen as she was to have company. I packed them and sent them to her. The next day she called me up saying that the squabs were the finest that she had ever seen, and would take another half-dozen. I got six other customers in like manner and all were well pleased.

Women are prone to talk, and this was one instance where it did good. I was soon swamped with orders. One lady said that she was going to entertain and wanted squabs badly. When I told her that I had more engaged than I could supply, she offered me \$5 a dozen if I would let her have them. I have a regular line of customers, to whom I send a postal card each month with prices of squabs printed and they are always in demand. I am trying to breed up to about 2000 pairs of breeders. There certainly is money in the business. In the fall when the chickens are in the molt and eggs are scarce, I can get most any price for squabs, providing they are good and tender. I draw my squabs and then remove the head and feet. Then I wrap each squab in a square of waxed paper, with recipes printed on it. I think this is a good plan as some people don't know how to prepare them.



WHAT A BOY OF 19 DID WITH THREE PAIRS

BY W. C. PRYOR

TWO years ago I saw Mr. Rice's advertisement in the *Farm Journal*, and received the catalogue which claimed that successful squab raising could be started without experience and with little capital. As I had no experience and very little capital I thought that possibly I might succeed. So I invested in three pairs of extra Homers and the *National Standard Squab Book*, which has always been a great guide to me. I put those three pairs of fine birds in the loft of an old barn, sixteen by twenty, which I had fitted up at an expense of two dollars. They soon began to increase and at the end of the first year these three pairs had raised fifty-one squabs. Fifteen pairs of the best ones I saved. Twenty-one I sold to a Delaware dealer for twenty cents each. Three pairs of the young birds which I had saved raised six squabs each. One pair raised three squabs and four pairs had raised one pair young each at the end of the first year. Seven pairs of these squabs I saved. I sold the remaining nineteen squabs. Thus at the end of the first year I had fifteen pairs of breeders and ten pairs of youngsters from two to four months old. Had sold thirty squabs at twenty cents each, six dollars. The cost of feed amounted to \$5.20. In the spring of the second year a snake crawled into my loft and took about ten pairs of eggs and squabs before I caught it, and rats caused me trouble. These and the snake destroyed between twenty and twenty-five pairs of eggs and squabs. Seeing that the rats would entirely destroy my flock, I built an up-to-date rat-proof house twelve by thirty and purchased some Carneaux, these representing a separate investment. Moving the birds to their new quarters delayed them some, but taking into consideration the

damage caused by the rats and snake I have now at the end of the second year 105 pairs of adult birds in three units and twenty pairs of youngsters in the old barn loft, which I now use as quarters for young birds.

I raised in the second year 272 pairs of squabs. Ninety pairs I saved; 182 pairs were sold and I stood as follows:

105 pairs of breeders	
20 pairs of youngsters	
182 pairs of squabs sold for	\$121.65
5700 pounds of mixed grain cost	79.80
400 pounds of grit	7.20
15 pairs breeders	20.00
Expressage and other expenses	5.25

These are correct figures showing actual results in actual practice, and demonstrating the value of this breed of pigeons. I have very little disease among my birds, having lost from sickness only three old birds and five youngsters in two years. I ship my squabs to New York commission men, receiving about four dollars per dozen. I have also sold a few pairs in the nearest town, where I have a small private trade. My squabs weigh eight and nine pounds per dozen. I am satisfied with what my small flock has done and is doing, so satisfied that I intend to increase them as fast as conditions will allow. I am nineteen years old and work on my father's farm, where I have a good opportunity for squab raising. Any one with intelligence or any ambition can successfully raise pigeons, providing the start is made with the right kind of breeding stock, such as I have, that raise heavyweight, plump, white-flesh squabs.

FIVE-CENT PERCH

A good, strong pigeon perch, very much in demand because it is CHEAPER than anything, even home-made.

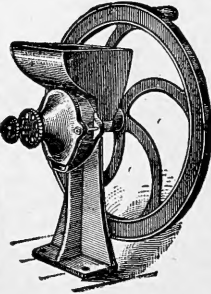
Put up in a jiffy with half-a-dozen turns of the wrist. For all breeds of pigeons. Rigid and strong. Screw them against the walls of the squabhouse, wherever there is room. The block is of well-seasoned hardwood. Price only five cents. Sixty cents a dozen. Five dollars a hundred. Sample, postage paid for ten cents.



HAND GRINDING MILL

\$4.00

Cracked Corn for a pigeon and squab plant should be made from day to day from the whole corn, as needed. If bought cracked, or kept too long, it is liable to take up moisture from the air and spoil. There is a lively demand for this popular hand grinding mill. Grinds not only cracked corn, but also Canada peas, oats, rye, barley, dry bones, shells, etc. Make your own grind and shell. This handy little mill will pay for itself on a squab plant inside of a month. Easy to run. Shipping weight, 35 pounds. Price f. o. b. Boston, \$4.00.



Are Squabs in Demand? Yes, They Are, and They Sell, Pound for Pound, for More Than Double the Prices of Chickens, Ducks and Turkeys. Recent Winter and Summer Quotations of \$7.50, \$6, \$5 and \$4 a Dozen

SQUABS are still increasing in price all over the country, the demand being greater than the supply, although the supply has been increasing steadily for several years. In Boston, both wholesale and retail prices are higher than we have ever known.

When squabs weighing eight pounds to the dozen sell for \$6 a dozen, this means that the buyer pays **seventy-five cents** a pound; ten pounds to the dozen at \$7 a dozen, **seventy cents** a pound; twelve pounds to the dozen at \$7 a dozen, **sixty-seven cents** a pound. New York prices are running even higher, as they always do.

These figures tell how highly profitable it is to breed squabs.

The squab breeder can hold up his head in a company of any poultrymen, because when chickens are selling at twenty-five cents

to thirty-five cents a pound, his product alongside is selling for **more than double**.

The **Boston Daily Globe** prints every Friday afternoon or Saturday morning the current market quotations for poultry, game, fruits, vegetables, etc. In 1914 and 1915 up to date the quotations for squabs have been from \$5 to \$7.50 per dozen, only falling to \$4 a dozen rarely. The New York, Philadelphia, Chicago and Pittsburgh markets for squabs are larger than Boston and pay higher prices. For more quotations on squabs, see our latest Manual.

The Niagara of squabs is pouring into the big city markets daily by the thousands of dozens, and dealers are clamoring for more. The dealers make a higher percentage of profit on squabs than they do on chickens, ducks, turkeys or meat, and they push them ahead at every opportunity.

Winnings of a Plymouth Rock Customer—Why Squabs Earn More Profits Than Broilers and Eggs

BY RAY BROWN

IT may interest you to know that at the 1912 Inter-State Poultry and Pigeon Show, Rutland, Vt., with the competition open to the world, and every class filled, we won sixteen first prizes out of a possible sixteen entries, and fourteen seconds and two thirds out of a possible sixteen entries for second places on adult Homer pigeons. We also won the association special for the best display of one hundred birds or more, and first and second prizes on the best display of ten birds or more. On dressed squabs we made a clean sweep, winning every prize offered. Every bird shown was bred from the (twenty-five pairs) foundation stock direct from the Plymouth Rock Squab Co.

Regarding the squab business vs. the chicken and egg business, I will give you as clear a comparison as possible, based on facts, obtained from my own experience, of which I have had much, in nearly all branches. This experience compels me to state that with a much smaller capital, much less room, less labor and experience the squab business can be put onto a profit-paying basis much sooner and with larger returns from the amount invested.

The person who can write the check and employ an expert can, in most cases, make a success of the poultry business, but the willing person with little capital and no experience had better invest in squabs, for which there is a constant demand with much less competition.

Squabs properly housed does not mean expensive buildings and elaborate fixtures. Build your squab houses plain and cheap. Put the extra money saved into the quality of stock you start. Buy the best and save money and time in the end.

The trouble with ninety per cent of the people who have started and made a failure of the squab business, if traced back, will be found to be cheap foundation stock, which, in my opinion, is the most expensive start that can be made. Get the best or none at all.

Don't turn to the advertisements looking for something for nothing, then sit down and write to several of those who are selling out cheap, and then spend time looking over their answers several times to be sure you are buying from the cheapest offer. Buy the best. Good squab breeders are usually worth the price asked and cheap squab breeders are not.

This Customer's Success Was Made Possible by Plymouth Rock Homers and Plymouth Rock Instruction

IT is amazing, in our business, to what the careful handling of small orders has led. Lynn L. James was an experienced poultryman who had always made money selling chickens and eggs. When our books interested him in squabs, in 1908, he ordered only three pairs of **Plymouth Rock Homers**, and for several months we heard no more from him. Then came a check for \$116.29 with this letter: "The birds (three pairs) I bought of you in February, 1908, are doing finely. Have raised three and four pairs each, squabs weighing at twenty-five days **from fourteen to nineteen ounces alive**. I have several pairs more, all raised from your **Extras**, so I have about 155 birds altogether now. I am clearing out the chicken pens and am filling them with pigeons, as I am fully convinced they are a much better paying proposition than the chickens. **You took such pains with my little drib, and the birds have done so well, you people get the rest of the orders. I have the largest birds in the city**, and they attract much attention from the hundreds of visitors at my poultry yards. The

Manual is a gem. It is plain enough for any one and I really think I have it memorized. I have several other works on pigeons, but have laid them away. They are not in the same class. The market is good here, my birds bringing from **\$4.50 to \$8.00 a dozen**, all family orders. I have worked them right into my chicken and egg customers. **Could sell fifty pairs of squabs a day if I had them.**"—Lynn L. James.

Mr. James tells the story of his success with squabs in his own words on the next page. As will be noted, he introduced his fine stock by the circulation of common **postcards**, which anybody may have printed, and which, since he showed how, are now in regular use by hundreds of squab breeders.

When he speaks of our Manual, he means our cloth-bound instruction book, **416 pages**, fully illustrated, written by **Elmer C. Rice**, entitled the "**National Standard Squab Book**," price, postage paid, **one dollar**. Send post office or express money order or United States two-cent stamps

PLYMOUTH ROCK SQUABS, THE SQUABS THAT MADE SQUABS PAY

HOW I SELL SQUABS FOR \$6 A DOZEN

BY LYNN L. JAMES

MY introduction to squabs came through buying only three pairs of Homers on February 15, 1908. I was then, and had been for some years, a breeder of high-grade poultry, single-comb white, buff and brown leghorns. I had read a good deal about squabs. Being over-cautious, perhaps, I started with only the three pairs. I bought them at the right place and my experience with them was so encouraging, they did so well, that on July 25, 1908, I invested a hundred dollars in sixty pairs more from the same concern. These kept on with the good work and I bought fifty pairs more.

I certainly have had unbounded success and have been obliged to add steadily to my buildings as my business grew. I have discarded poultry. All pigeons for me. As the old saying goes, they have chickens "beaten to a frazzle"—and I did exceedingly well with them also.

I built an exhibition pen for the poultry show after my own ideas. The nests contained squabs of all ages with the old birds caring for them, all finished in red and white same as my coops are. The newspapers gave it a good notice.

I have exhibited at various places this fall and winter in hot competition and taken all the first and second prizes, and it all helps my advertising as my cards, etc., are all trade-marked. I am breeding from 200 pairs now, getting from \$3.50 to \$6 per dozen. I sold \$24 worth of squabs yesterday and turned away telephone orders amounting to \$12.50 since noon today, but won't do that long.

People here say they never saw such large squabs. I am getting the whole city stirred up over it.

The mortality list is very small compared with chickens, and squabs are less work, while for profit, well, chickens may as well quit trying. I have all three hospitals ordering squabs, and hotels clamoring for even the smallest. It's great, I tell you.

The card with which I get orders is what is known as a private postcard. On the front is a place for the one-cent stamp and the address of the customer. On the back is the following printed matter, the places for the prices being left blank and filled in by pen when the card is sent out.

(Fullface type indicates what is filled in by pen):

Eat Plymouth Rock Squabs

We are pleased to quote you prices on fresh Squabs for the month of February, as follows:

Prime, 10 lbs. to doz., per doz.	\$6.00
No. 1, 8 to 9 lbs. to doz., per doz.	\$5.25-5.50
No. 2, 6 to 8 lbs. to doz., per doz.	3.75-4.50

Unpicked Squabs twenty-five cents per dozen less the above prices. Telephone orders given prompt and careful attention. Bell Phone 1208-R. People's Phone 710-R.

JAMES' SQUAB YARDS 143 REGENT STREET

I send out the above postal card (no letter under a two-cent stamp needed) to past and prospective customers, once a week, or as needed, and they order by either of the two telephone systems or by postal or letter.

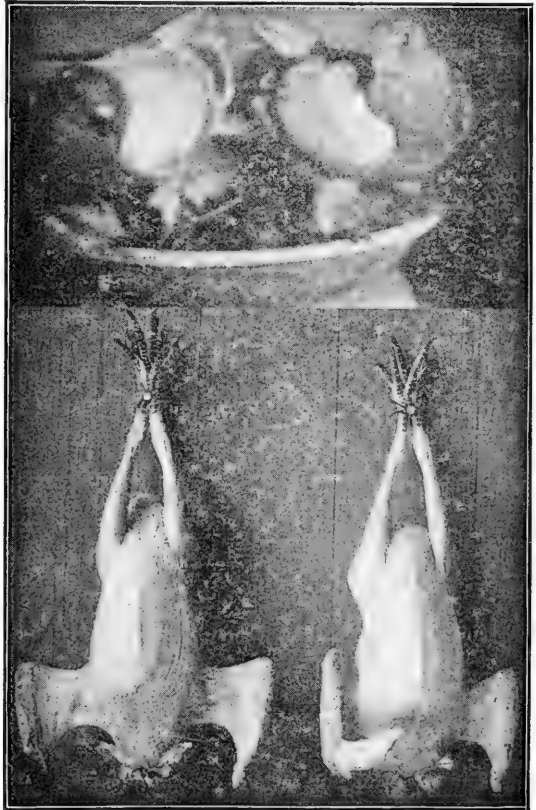
Later I advanced prices so that the postal card read as follows:

Prime, 9 to 12 lbs. to doz., per doz.	\$6.00-7.00
No. 1, 8 to 9 lbs. to doz., per doz.	4.75-5.75

Summer trade was excellent, squabs averaging from \$4.50 to \$5.50 a dozen all summer. Most of the summer orders were shipped to our nearby summer resorts, and mostly to my regular customers, who spend their winters here in the city. The squabs made good everywhere they were sent, and I find that the dinner parties where they were served have brought me more orders from some at a distance who attended these parties. They write like this: "We ate squabs from your place at a dinner party given by Mrs. _____ at _____ this summer, and they were so much nicer than we were able to procure here, would like you to supply us this winter. Kindly send your price-list card each month to keep us posted." The cards are the cheapest advertising possible, reaching right

to the home and buyer, and are a constant reminder where fresh squabs can be procured.

In dressing my squabs for my retail trade, I always cut the heads off, as the illustration shows. I use the killing machine instead of sticking. They are then picked clean, hung up and the heads cut off where the neck was broken. Then if any



BEFORE AND AFTER KILLING

A pair of Mr. James' squabs. The live ones were twenty-nine days old and weighed alive thirty-six ounces. The same pair are shown dressed weighing exactly one pound each. They were part of a seven-dollar order filled by Mr. James. He cuts off the heads for his family trade, but breeders who ship to market generally leave them on. (See our Manual.)

grain remains in the crop it can be very easily removed. I find a great advantage in dressing this way as squabs can be killed any time of day and can be sent out with empty crops. After bleeding, I plump for a half hour in cold water with a pinch of salt, and then hang up to dry, or if in a big hurry, dry well on a piece of white cloth. Each head is wrapped in a small square of waxed paper and then each squab is wrapped by itself. I pack in pasteboard boxes upon which my seal is put, with address of the customer.

Of course this all takes time and care, but when you hear again from pleased customers and the five, six or seven dollars come in for a dozen squabs, you feel amply paid for all trouble. And I find every day that it pays to be particular with the smallest things, and pays well, for from these small things, greater ones will surely grow. We added a fine four-unit house last spring to meet increasing trade, and this fall were forced to add two more houses, bringing the total up to six now in use, and active use at that.

When I think that I started with so few birds, and have increased to the present capacity, I give most of the credit for it to the style of advertising I have used and am using now,

PLYMOUTH ROCK SQUABS, THE SQUABS THAT STARTED SQUABS

It has proven that it pays, and pays well. It is a well-known fact that no business can prosper these times without the liberal use of advertising, and keeping everlastingly at it. There are so many people start up a business, make a big advertising splurge for a few months, become well known, or think so, stop advertising, and last about a month after. But when your advertising reaches the buyer month after month, year after year, they cannot forget you are still "doing business."



We Started the New Century American Squab Industry

THE squab industry in America was founded by us. It is a twentieth century industry which in 15 years has grown to enormous proportions.

Take a look back 15 years and see what squabs were then: traffic of no volume, squabs poor and dark, weighing six to eight pounds to the dozen. Now: traffic of enormous volume, squabs first-class, squabs from common pigeons practically out of the markets, squabs weighing from eight to twelve pounds to the dozen. The million Homers and Carneaux we

People have asked me why I did not stop sending out cards now that I have a good trade, but they get the same reply, that I am not going to let them forget me. The better the grade of printing you use, the better the returns in proportion. You cannot send cheap, poorly arranged matter to the best class of trade and expect to have it receive attention. As most people judge a man's business by the advertising he does it pays to use the better grade.

have sold, now increased by breeding to millions, have been the material with which the readers of our books have worked, and these seed-stock squab pigeons are making the markets of America.

The squab business as developed by us in the United States has no parallel in any part of the world; we have shipped our breeding stock to the principal foreign ports, and the sun never sets on our pigeons or our instruction book in the home of some squab breeder.



Squabs are Killed and Marketed When Four Weeks Old

WE learned methods of breeding which results prove to be far ahead of squab breeding methods commonly employed, and this knowledge, given to our customers, is a long step toward success.

Squabs are bred by our system surely and profitably, and the market is waiting, in every civilized place where men and women eat good things. It is truly a wonderful market, clamorous for good squabs, and paying fancy prices for them.

Squabs are bred profitably in connection with poultry or as a separate specialty. In squab raising, there are few losses to figure. The birds are strong and rugged, and thrive in any part of the United States or Canada, in any climate and at all seasons.

Squabs are young pigeons. In the markets you will find not the squabs of the common kind of pigeons which you see flying about in the city and country (although the ease with which these pick up a living under adverse circumstances, is a good illustration of their hardy qualities), but the squabs of Homer pigeons. The Homer pigeons produce fastest the best young for the table and are used almost invariably by the intelligent and successful squab breeders. Common pigeons are cheap and easily found, but the Homers are worth from \$2 to \$2.50 a pair because the squabs they produce are marketable, while the squabs of common pigeons are small and skinny, and worth as squabs only about \$1 or \$1.50 a dozen. It is important for the beginner to get this distinction firmly fixed in mind.

The squab is sent to market when it is three to four weeks old. At that time it is large, fat, juicy and tender, just right for the table. It has not begun to fly at that time and you do not have to chase it about the yard to catch it, but pick it out of the nest and kill it. You will be surprised to learn that when only four weeks old the squabs weigh from three-quarters of a pound to a pound and over apiece. They do not move out of the nest in this period but are stuffed with food by their parents, and getting no exercise, fill out to a surprising size with the tenderest, juiciest meat.

Squabs may be served in a variety of ways. When on toast, they sometimes pass for "quail on toast."

You will find quail on toast itemized on the bills of fare of all the hotels and restaurants, but quail are hard to obtain, especially in summer time, so the chefs buy squabs and serve them for quail. Very few city people know that the delicious morsel on the plate before them is not really quail, but squab. It is fine eating and gives satisfaction to the most fastidious trade.

The best hotels, restaurants and clubs serve squabs under their own name. Many diners prefer them to quail.

Poultrymen, knowing the popularity of the squab, have in the markets what they call "squab broilers," but these are young chickens, not squabs.

Poultrymen in most localities find it difficult to get good prices for their chickens, because competition is so lively, and also because the great Western producers and middlemen, aided by the modern refrigerator car, are enabled to put their goods into all the cities and towns at bed-rock prices. In many cases the poultryman has to sell at prices which yield him little profit. With the squab business it is different. For the last 20 years prices have remained steadily the same, namely, from \$2.50 to \$6 a dozen (the middlemen pay these prices, the consumer more). The demand is always greater than the supply. If a hotel, club or restaurant wishes a steady supply of squabs so as not to disappoint regular patrons, it must arrange with a dealer in advance to take a certain number on certain days of the week, for so scarce are the finest squabs, and so great a luxury are they, that, as in the case of the finest poultry and eggs, they are seldom displayed on the stalls, but find their way instantly on arrival to the exclusive trade.

The supply man makes from \$1 to \$3 profit on each dozen of squabs. Those squab raisers who have the time and the ambition to work up their own customers, just as the dealers in the finest eggs, milk and butter work up private trade, cut out the profit which the middleman makes and take it themselves.

In the markets of the large cities, squabs are sorted by the dealers or supply houses into three grades. No. 1, No. 2 and culls. The dealer pays the highest price for the fattest, tenderest squabs, known as No. 1 grade, and this grade is almost invariably produced by the breeders of intelligence who use our Plymouth Rock Homers. Culls are usually the squabs of common pigeons and common dealers. A breeder of squabs who starts right by buying our stock and attends to the breeding with full intelligence, gets the highest market price.

For figures on cost of raising squabs, number raised, etc., see our cloth-bound Manual, the National Standard Squab Book, price one dollar. The figures there given are not theoretical, but derived from the actual experiences of squab raisers. There is a great difference between "counting your chickens before they are hatched" and after they are hatched and we have made no fanciful figures on squabs, but you will find in some articles on squabs enormous profits figured out. Such estimates fall short of the truth and do the industry harm among the unthinking, and sensible people take them with a grain of salt. There is no need of exaggerating the simple facts, which tell a strong story.

Suppose you keep the squabs and do not kill them, but let them grow until they are from three to six months old, and then sell them alive, for \$1.50 to \$2.50 a pair, to people who wish to start in the industry. Squab raising has jumped to the front with remarkable strides. Since we began to advertise breeders, the market for them has been greatly stimulated, especially for Plymouth Rock Homers, because we urge the

SEE THE FOUR WEEKS' INCREASE IN THE SIZE OF THESE SQUABS

consumer in our advertising to ask for Plymouth Rock squabs, and we have made a market for this brand exactly as concerns like the National Biscuit Co. have made a market for specialties to the almost total eclipse of unknown brands.

You can sell the live pigeons which you raise, by your own advertising, if you choose. Here is where the great possibilities of the business open to the resourceful and enterprising. A person who buys an outfit of breeding Plymouth Rock Homers of us will work to raise breeders for his home market, selling to his neighbors, and those who hearing of the novel industry visit his place, or advertising and selling all over the country, just as we do. There is no limit to which each purchaser may develop his own market. It rests with him how great his income shall be. If his efforts flag, he always has his butcher market waiting for squabs, in which there is a fine profit. The squab industry differs from utility stock industries which are of great promise but which prove very disappointing because their market is slow, or not established at all. The market for squabs is ready all the time, summer and winter, the year round, at prices which always pay.

In many lines of utility stock raising, it is necessary to buy pedigreed animals in order to be successful, the process of rejection and selection having been carried so far that it is profitable only to own an animal whose ancestry is traceable to a record breaker. A common pigeon is easily distinguishable from a Homer. There are no pedigrees in squab raising (although there is a profitable trade in pedigreed Homer pigeons for flying races). The squab raiser does not care for pedigrees, but strives to eliminate from the flock of Homers all but the strongest and biggest.

The pedigreed Homers are bred and sold by the fanciers for carrying messages. We have all read about this instinct of pigeons, how when taken great distances from home they find their way back to the place where they were bred at incredible speed. Every squab raiser generally has a pen or two of pedigreed Homers, which he trains for the fancy market and with which he strives to take prizes. The pigeon fancy is firmly entrenched, the sport being very old, and is very profitable.

There are many varieties of pigeons which are bred for their good looks and adaptability as pets, such as Fantails, Pouters, Runts, Mondaines, Maltese, etc., but with them the experienced squab raiser is not much concerned. Runts and Maltese are expensive, costing from \$5 to as high as \$25 a pair. They are poor breeders and either by themselves or crossed with Homers have proved unprofitable. When Homers can be developed like our Plymouth Rocks to breed, fast, squab weighing a pound apiece, they are by far the best money-makers and it is a waste of time and money to experiment with big, slow-breeding birds. Our Plymouth Rock *Carneau* which we introduced a few years ago are the exception to other big breeds in that they breed as many squabs a year as Homers, and the squabs are larger than Homer squabs. For these reasons they are worth more than the Homers.

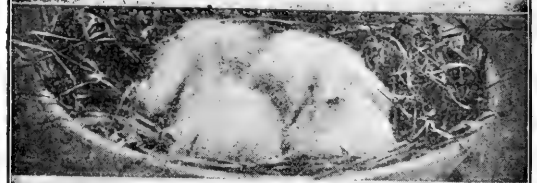
The squab raiser turns say 30 males and 30 females into one breeding pen together. At once the process of pairing off begins. The male searches for the object of his affection. Within a short time each has found his or her partner and reproduction begins. Their usefulness as squab raisers continues for eight or ten years, and longer. No new blood is needed every year, as in the case of hens. Dozens of pairs of pigeons keep in the same pen, under the same wire netting.

If you wish to mate a certain female to a certain male, you place them together in one pen for a few days or longer, after which they may be placed in a large pen with the others. This is the method to be pursued when breeding pedigreed stock for homing qualities. It is in common use by squab breeders when mating for plumage or for other characteristics which it is desired to harmonize.

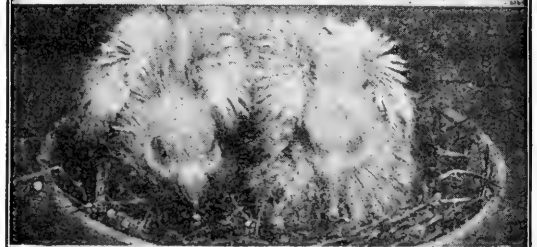
In breeding squabs for the market, you do not allow the parent birds to fly at random over the neighborhood, but keep them confined by wire netting in a flying pen. This is attached to the squabhouse. In the squabhouse are two nests for each pair of birds, and the nests are arranged in boxes about a foot square. In each box is set a nestbowl for the nest to be built in. Each nest is numbered, so that a record may be kept of it from year to year. So when you go to a certain nest to get a certain pair of squabs, you know which



SQUABS JUST HATCHED.



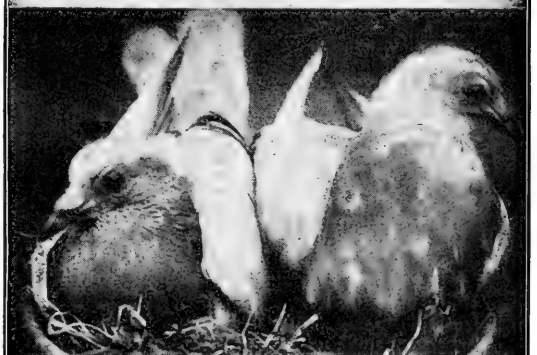
SQUABS ONE WEEK OLD.



SQUABS TWO WEEKS OLD.



SQUABS THREE WEEKS OLD.



SQUABS FOUR WEEKS OLD.

Ready to be killed for Market.

is the father and mother, the cock and the hen, of that pair.

In poultry raising, it is necessary to kill off the old hens once a year and introduce new blood. In squab raising this is not necessary. The same pair of pigeons keeps working for you for eight or ten years, and longer, producing the same strong, juicy squab all that period. If at the end of about eight years

YOU FEED THE PARENT BIRDS AND THEY FEED THE SQUABS

the squabs begin to grow small, the male breeding bird is removed and a younger mate for the female substituted.

In starting a flock, one male for each female pigeon is needed. You cannot have one male for several females.

The breeding pairs build their own nests with hay, straw, tobacco stems, pine needles, twigs, etc., which you place in a pile in the squabhouse. As soon as the nest is built the male begins to "drive" the female—he is anxious that she deposit the eggs. You will see him hustling her about all over the squabhouse and the flying pen, and he is content only when she is perched on the nest. She lays two eggs, then she and the male take turns sitting. She sits on the eggs at night until about ten o'clock in the morning, then he comes and sits on them until evening, when she returns and he goes away for a rest. The young break out of the shells in seventeen days after the eggs are laid. They are ugly little creatures, in flesh tender, but in constitution tough as nails, and hard to kill. The old birds fill their crops with food, and then fly to the nest and fill the bills of the little ones from their crops. You do not feed the squabs at all; the old birds attend to that. The squabs grow with marvelous speed. In three to four weeks they fill the nest so there is no room for the breeding pigeons, which begin sitting and laying eggs again in the other nestbox of the pair.

Month in and month out this process goes on, undisturbed by heat or cold. In the hottest days of summer the male or female bird may be seen sitting on the perches of the flying pen in the baking sun. In the winter they are perched on the snow. We have sold breeders as far north as Alaska, and as far south as Central America and Brazil. When our directions are followed as to housing and feed, success is certain in any climate. We have had customers even in Canada breed in

squabhouses made of cotton cloth. Fresh air is good for pigeons, no matter whether it is warm or cold.

Cold winter nights the pigeons take refuge in the squabhouse, flying in from the pen at sundown. You do not have to drive them in, they go in instinctively.

On the ground at the end of the flying pen is a pan of water, renewed every day. At sunrise each day the pigeons go there and take a bath. They do not roll in the dirt—simply splash in the water. Their plumage always is in apple-pie order and a very pretty sight it is, the feathers about the neck sparkling with all the colors of the rainbow.

There is no night work in connection with squab raising, as in the case of poultry.

The feeding trough is automatic. The feed drops down as it is eaten. They do not gorge on this unlimited supply, but feed until their wants are satisfied, then go away. When they are not sitting on the eggs they usually are roosting on the top of the squabhouse.

Their manure is not foul and ill smelling. Both pen and squabhouse are without odor. The manure is salable and is an important item of revenue.

The feed consists of wheat, cracked corn, kaffir corn, Canada peas, hempseed, millet, barley and buckwheat may be fed, if in localities where these grains are easily obtainable), grit, oyster shells and salt, all cheap and easily obtained. No other food is given. No sloppy food is given and there is no mechanical preparation of the food. Each locality has its own grains readily adaptable to pigeons. Bread crumbs, crumbled bread, etc., may be fed.

For detailed instructions as to kinds and quantities of grains, manner and times of feeding, see our cloth-bound Manual, the National Standard Squab Book, price one dollar.



No Heating Feed, No Night Labor, No Young to Attend

THERE are many strong features about squab raising, as proven by the tremendous growth of the industry.

1. **No night work.** When sundown comes the pigeons need no attention. The farmer or householder may go about his milking or other duties without thought of more stock to attend to.

2. **No artificial incubation.** The female and male pigeons hatch the eggs.

3. **No feeding of youngsters.** You provide feed for the parent birds only and they feed their young.

4. **Light mortality among the young.** In chicken raising, the greatest precaution must be taken to guard against loss of chicks.

5. **Little care needed.** Feeding time is quickly over and the pigeons keep their trim, racy shape, not over-feeding, as a rule.

6. **Light labor.** When the squabs are four weeks old, you take them out of the nest. Our women customers are very successful, being naturally fitted to the work.

7. **No need of new blood every year.** A poultryman must kill off his old hens every year and introduce new matings. Pigeons produce for eight to twelve years.

8. **No fear of mixed breeds.** The handler of line-bred poultry has to keep the cocks and hens separated except when matings are wanted.

9. **No bloody work.** The killing of hens and chickens is always distasteful to women. A squab may be killed by tweaking its neck, or by using our killing machine, breaking its spine instantly and causing the bird no suffering.

10. **No plucking of feathers.** Squabs may be sent to some markets with the feathers on. (In large plants, the plucking is done by hired labor, at piece work.)

11. **Few diseases.** Canker is about the only ailment found in practice, and this never occurs when the feed is mixed in the proper proportions, and the right kind of grit used. The pigeon is one of the hardiest and strongest of feathered life.

12. **No change of methods with the seasons.** The pigeons breed in all climates at the same rate, under practically the same feed.

13. **Good profits.** Squabs bring more, pound for pound, than any other live stock.

14. **No range necessary.** Space may be economized and a greater income produced from the same area with pigeons than with any other stock.

15. **A market all the year round.** Squabs are eaten at all seasons and are salable at any time, and high prices are offered for them always.

16. **Opportunity for excelling.** By study and the exercise of intelligence, getting out a nicely-printed booklet, postcards, etc., the trade of families and clubs may be obtained, which will pay seventy-five cents apiece and over for fine squabs.

17. **Climate no bar.** Squabs may be raised anywhere in the United States, Canada or Mexico.

18. **The plant grows as the business grows.** It is not necessary to lay out several hundred dollars at once on a plant. Our unit squabhouse and flying pen may be added to as the business grows, just as with the modern style of unit book cases you may add units as your books increase in number.

19. **Small capital needed.** A poultryman, even after his buildings are up, must have capital with which to operate. He does not sell anything for six months, the period in which roasters must be raised ending from September 15 to October 1. Then he must lay out money on eggs at fifty cents a dozen, about one in three of which proves productive, this making the cost of each chick about twenty cents, so for each chick which he has, he must keep twenty cents tied up until that chick is old enough for the market. A squab plant may be made self-sustaining from the start, the sale of a small part of the squabs raised paying for the feed of all. A squab raiser may begin and keep in successful operation on one-fourth the capital required by a poultryman. Those who are in squab raising are mostly people with small incomes, and they attend to their squab plants nights and mornings. Squab raising does not confine one's time and attention as does other farm work. If the owner wishes to go away for two or three days, he may go with an untroubled mind, knowing that his pigeons will be all right when he returns.

NOT NECESSARY TO START ON A BIG SCALE TO BE SUCCESSFUL

How Plymouth Rock Squabs Have Won the Markets— Thousands of Dozens Sold Weekly—Read What the Big New York Dealers Say About These Fine Birds and Our Successful Methods

SQUABS bred from the pigeons we have sold, and their offspring, are going into the markets of the cities daily in enormous volume. They are not only a vast improvement over the squabs of ten years ago, but the magnitude of the demand and the supply is something almost incredible. Plymouth Rock squabs are what the consumers want to buy and what they are buying. There is profit in handling them, and the big dealers are after us all the time to furnish them the names of our customers who can ship squabs bred from our birds to them. In proof of what we say of our pigeons, and emphasizing the practical, money-making side of our business, we offer the following letters from the leading squab dealers in the city of New York, which is the richest and greatest squab market in the country:

"KING OF THE SQUAB BUSINESS"

A. SILZ, Incorporated

Wholesale Dealer in Domestic and Foreign Poultry and Game
416-418 West Fourteenth Street

New York, December 2, 1907.

Mr. Elmer C. Rice,
Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

In reply to your letter of November 27, the present prices on squabs you will find on the enclosed card.

There will not be any let-up in the demand for squabs if the prices remain normal. The season for all game closes with the end of this month so there will naturally be a better demand for squabs after that time to take the place of game. We use from 175 dozen to 200 dozen squabs each day.

Your squabs are very much better than others, and I think you have accomplished wonders for the squab industry, and every squab raiser should feel grateful for your efforts in this line, and you could very appropriately be termed "King" of the squab business.

Wishing to assist you in your continued efforts to put the squab business ahead, we are,

Very truly yours,

A. SILZ, Inc.,

By Aug Silz, President.

"GET A QUANTITY OF PLYMOUTH ROCK BREEDERS"

WILLIAM R. McLAUGHLIN

Commission Merchant, Poultry, Eggs, Game
Squabs, Calves, Etc.

362 Greenwich Street

New York, November 29, 1907.

Elmer C. Rice, Esq., Treasurer,
Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

Yours of the 27th duly received. I am pleased to hear from you once more. If beginners will stick to your breeders, they will have no cause to complain as to size, quantity and quality of squabs, and net profits they receive from same.

The demand is still good for all the fancy white large squabs we can get, and the market has kept at uniform price for a long time. In fact, since the new season started, there has been very little change in price.

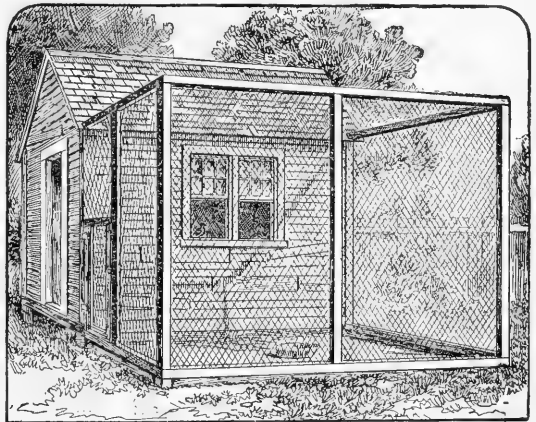
The small and mixed lots we must sell to out of town trade where everything looking like a squab goes at a price; while the city trade want the larger bird and are willing to pay for them.

Many do not buy enough breeders at the start so that they can ship a fair-sized lot.

I can use daily all the squabs I can get and do not look for prices to go any lower during the winter,—if anything, quite some advance.

I think if any two need any praising as to results brought about, and profits to raisers, it is you and myself, as I was the first to introduce selling by weight according to size, and was laughed at for trying, even by those who would not now admit the change more than doubled their output. The one who does not like the change is the speculator who got the large birds for nothing, and the small birds at their actual value and made extra profit when selling to consumers.

I would advise beginners to get a quantity of your breeders;



EXPENSIVE BUILDING NOT NECESSARY

It is not necessary to put up an expensive building to start squab raising. The above shows how an old outbuilding may be utilized for pigeons by a beginner at trifling expense. The wire netting to form the flying pen in above picture cost \$1.25. A flying pen 10 feet high, 15 feet wide and extending out from the building 20 feet is built with 850 square feet of two-inch wire netting, costing about \$4. In our Manual we give directions for transforming barns and old buildings into pigeon shelters at a trifling expense, and show how city people raise pigeons.

keep free from other kinds. They will have no cause to find fault with results, and will always have a market and demand at good prices, for they can raise and ship at any time of the year. Send me the names of your customers yourself and I will post them as to the market, and send shipping cards.

Yours truly,

W. R. McLAUGHLIN.

"USE NOTHING BUT YOUR BEST BREED OF BIRDS"

HEINEMAN & CO.

Commission Merchants, Fruits, Produce and Poultry
Southern Vegetables a Specialty

New York, December 4, 1907.

Mr. Elmer C. Rice,
Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

We wish to advise you on prices and general run of squabs which a goodly number of breeders of your fancy Homer pigeons are shipping us. They are now selling from between \$3.75 to \$4.50 per dozen and, in all probability, will go higher, as the winter advances. There is a good demand for this kind of birds and we are receiving quite a deal of them. We can handle anywhere from one thousand to two thousand dozen a week as our trade constantly inquires for them. We can assure you that the breed of birds we get from our shippers are very fine, and we notice a large majority of these same shippers mention your name.

The market at present wants squabs weighing between nine

THERE IS NO LIMIT TO THE QUANTITY OF SQUABS THEY CAN HANDLE

and eleven pounds to the dozen, and we would advise any beginner to use nothing but your best breed of birds, as they are the cheapest in the end to him.

We thank you for your kind consideration and past favors. We are

Very truly yours,

HEINEMAN & CO.

ANOTHER LETTER FROM MESSRS. HEINEMAN HEINEMAN BROS.

*Commission Merchants Dealers in Game and Poultry
Diamond Back Terrapin*

217 to 221 Washington St., 78 to 82 Barclay St.

September 24, 1909.

Mr. Elmer C. Rice, Treasurer,

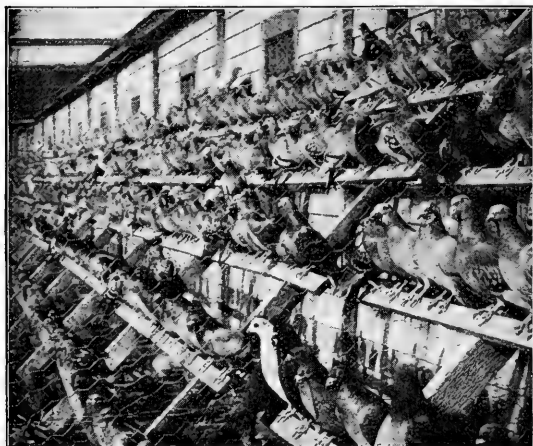
Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

We herewith wish to state, that with all our numerous shipments, we take great pleasure in noticing the fact that they use your breed of birds. This class of birds has given us and our customers the best of satisfaction, we having no complaints whatever offered us during the entire past season.

We have asked a large majority of our shippers where they at first purchased their stock to go into business, and find your name at the top of the list.

There is none who takes such an interest in the breeding of squabs as your firm does, and we assure you that any one purchasing your stock will be satisfactorily recompensed for his venture, and will always be perfectly satisfied with the outcome of using your breed of birds. We can only say, they



FRONT VIEW OF ONE OF OUR HOUSES

Showing hundreds of Plymouth Rock Homers sunning themselves on perches. This is one of seven pigeon buildings on our farm.

are the best for them to handle, and past experience has taught us they will make more money in shorter time, doing business directly with you, than with any one else.

Yours very truly,

HEINEMAN BROS.

"VERY FINE BIRDS—ABSOLUTELY NO LIMIT TO THE QUANTITY WE CAN HANDLE"

NATHAN SCHWEITZER

Commission Merchant, Dealer in Poultry and Game

291 Washington Street, Near Chambers Street

New York, September 29, 1909.

Mr. Elmer C. Rice, Treasurer,

Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

We are very pleased to note the signal success of the *Squab Magazine*, and the small card which we inserted with our name has brought us numerous inquiries from all over the country from squab raisers, as to market prices and conditions, and has resulted in the receipt of shipments of some very fine birds.

There is absolutely no limit to the quantity of squabs we can handle, and as our trade is constantly extending, we are anxious at all times to keep in touch with raisers of good squabs.

It is a source of satisfaction to observe the better quality of birds now being received on the market, due, no doubt, to the eliminating of poor breeding stock, greater care and attention given to the keeping and feeding of the birds, and more intelligent dressing and shipping. All this is due, we believe, to the educational efforts of yourself, and the testimony is present in the superior quality of the squabs now being received, as compared with a few years ago.

We endeavor at all times to give our shippers the best possible prices, make prompt returns, and are pleased to furnish all the information in our power.

We wish to thank you for the courtesies you have shown us in the past, and with best wishes for success in your continued efforts to improve the squab industry, we are,

Very truly yours,

NATHAN SCHWEITZER.

During the past four years the city of Pittsburg, Pennsylvania, has come to the front as a rich squab market. There are many rich families there, and they demand the best that is going for their tables. Squabs sell at retail in Pittsburg from \$6 to as high as \$10 a dozen. We have customers all over the Eastern States, as far West as the Mississippi river, who are shipping their squabs to Pittsburg. Those who live in the grain belt and can raise their squabs cheapest are being paid \$4.50 and \$5 a dozen at wholesale for their squabs in Pittsburg, which leaves them a fine profit. Read the following letter to us from one of the Pittsburg markets:

"LARGER AND BETTER BIRDS THAN EVER BEFORE"

UNION MARKET

Poultry, Game, Butter and Eggs

No. 4 Diamond Square

Pittsburg, Pa., July 15, 1909.

Mr. Elmer C. Rice,

Plymouth Rock Squab Co., Boston, Mass.

Dear Sir:

We are very much pleased with the quality of squabs shipped us from parties who are using the Plymouth Rock Homers for breeders.

I can truthfully say that since we put the small advertisement in magazine, we have been getting larger and better birds than ever before and I am more than satisfied.

There is only one way of conducting a business and that is on the square, and so long as our shippers can produce the right kind of birds we are more than satisfied to pay the highest market prices.

You may use this letter in any way you please to further the interest in the squab business.

Wishing you success in your business, we are,

Yours truly,

UNION MARKET,

By F. L. Viers.

When our customers who have bought Plymouth Rock Homers or Plymouth Rock Carneaux of us are ready to ship squabs, we give them letters of introduction to such firms as the above, which smooth the way for them. We help them to sell properly, which is quite as important as the raising. It has been our experience that squab breeders and poultrymen are successful in just the proportion that they know how to sell to advantage. If you are raising squabs from our birds, you should sell them for all you can get, and for what others get, and if your home market is slow, ship by express where we tell you, as thousands are doing.

What is true of the effect of Plymouth Rock squabs in volume and quality in the New York market, as disclosed by the above letters, is true of any city in America or Canada, as squabs from our birds are going into all the markets now.

Many people, especially those who live in the towns and small places remote from the cities, have never seen a squab or eaten one and have no idea of the magnitude of the industry. If they apply to their local meat peddler or butcher he, too, will be likely to say that he never ate a squab and never had a call for one. In order to convince such strangers to squabs that

OUR PIGEON HOUSES ARE LIGHTED AND CLEANED BY ELECTRICITY

there is a waiting market for them, we print the following half-dozen interviews with poultrymen in and around Faneuil Hall Market, Boston. (See our Manual for detailed information about United States markets, and offers to buy squabs from consumers in every section. We give their names and addresses and the prices they pay.)

Swan, Newton & Co., Basement 1 South Market Street, Boston—"There is always a market for squabs and we will take all you can give us and pay highest market price. We cannot get enough to supply our demand. We will pay you a fancy price for fancy squabs. We pay cash for them; bring or send them in and we will give you the money. We like to have them dressed, and if you pluck them and pack them in ice in the summer time and ship them to us in barrels we will pay you more than if they come to us with the feathers on."

W. H. Jones & Co., Stalls 51, 53, and 55, Faneuil Hall Market, Boston—"We will take all the squabs you can give us all the year round and pay the highest market price for them. They are in constant demand all the year round, and we have no trouble in selling all we can get hold of."

Nathan Robbins Co., Stalls 33 and 35, Faneuil Hall Market, Boston—"We are always in the market for plump squabs and have plenty of customers waiting for them and willing to pay the highest price for them all the year round."

F. H. Hosmer & Co., Stalls 10, 12, 14, 16, Faneuil Hall Market, Boston—"We will take all the squabs you can ship to us. Send them packed in ice in the summer time so they will reach us fresh. We will find no trouble at all in disposing of all you can ship."

Charles A. Wilcox & Co., Faneuil Hall Market, Boston—"We prefer them with feathers on. We have a brisk demand for them from our trade all the time, and there is good money in breeding them. They may be bred in connection with poultry very profitably. From the first of May until in the fall we can obtain no quail. During the winter we get our quail from the West like all the Boston dealers. Squabs are as good as quail, in fact some people prefer them, and the fact that we are able to obtain them the year round makes them the staple article."

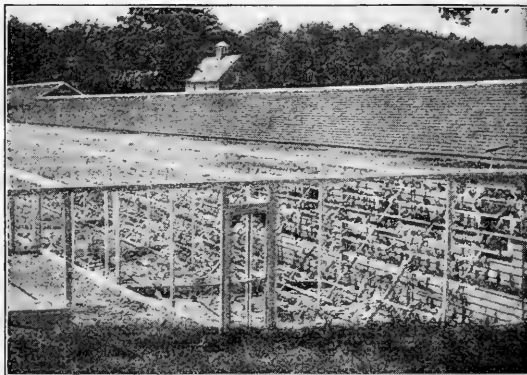
W. H. Rudd, Son & Co., 40 North Street, Boston—"We are now in July and August handling about 150 squabs a day, and can sell all you can give us, and pay you the highest market prices. They are a staple article, and there is good money in raising them. In the fall and winter months we handle quantities of them. They come to us both with the feathers on and plucked. We get a great many from Philadelphia because the New England breeders cannot begin to supply the Boston demand."

The other poultry dealers in Boston will tell you the same story. If you live near New York or Philadelphia, Chicago or New Orleans, or within a day's travel of one of these places, or of any large city, and are thinking of going into squab raising to make money, go to that city and you will find plenty of marketmen that will talk just like the Boston marketmen above quoted, and who will take all the squabs you will give them. Two days' distance to market is no drawback. Squab raisers who live in any part of New England ship to the Boston market if they do not care to work up a private trade nearer home. We have customers as far west as South Dakota who ship to the New York market.

The Boston firms above quoted dress the squabs, keep them in cold storage and resell them day by day to such buyers as Young's, Parker's, Touraine, Adams House, the Somerset, the Thorndike, the Brunswick, the Vendome and other numerous hotels, the Exchange, Suffolk, Union, University, Algonquin, Boston Athletic and other dining clubs, Armstrong's, Marston's and other high-class restaurants, and to the thousands of families in Boston's home-section for the rich, the Back Bay, who demand gilt-edged farm products and pay the highest prices. In turning over the squabs to these buyers, the market middlemen make from twenty-five to one hundred per cent profit. So it is plain that if any squab raiser has the enterprise to sell direct to the consumer (as many farmers do sell butter, eggs and poultry, circularizing a city section or calling from

house to house) he can take the profit which otherwise the middleman takes. The taking of this profit depends on your nearness to a profitable community and your ability to handle a retail trade.

In resort places, like Bar Harbor (Maine) for example, which well-to-do people visit, the market for squabs is best at the time the people go there. At Bar Harbor, it is the summer demand which is greatest. There is a branch Faneuil Hall Market there run jointly by the firms of Isaac Locke & Co. and Swan, Newton & Co. Mr. Cummings, the manager, told our Mr. Rice in the summer of 1905 (August) that they were selling twelve dozen to fifteen dozen squabs daily to Bar Harbor cottagers at from \$3 to \$6 per dozen, some cases higher. What is true of Bar Harbor is true of other resorts all over America in the summer, if they are summer resorts, and in the winter if they are winter resorts. One of the best-known winter resorts in America is Palm Beach, Florida. The great Flagler hotels there cannot be sure now of a steady supply of squabs so they do not put them on the bill of fare. No hotel will print on the bill of fare eatables of which they are always "just out," for that would displease patrons. The only place in Palm Beach in the winter of 1904-'05 where squabs could be obtained occasionally was the Beach Club, a special organization for dining, etc. Somebody in Florida is going to make some money during the next ten years by working up a squab supply for the chain of Flagler hotels from St. Augustine to



ANOTHER OF OUR PIGEON HOUSES

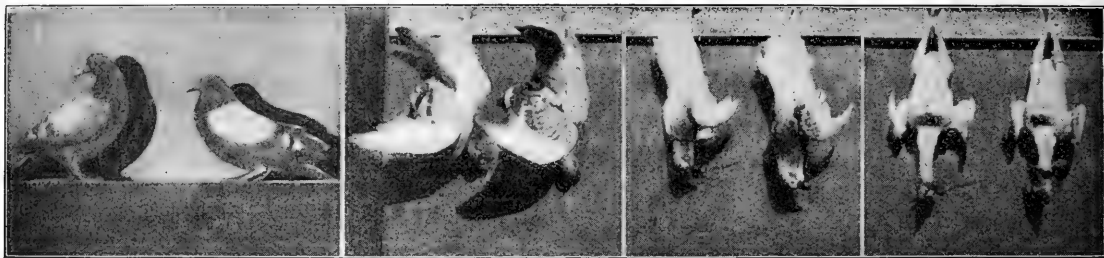
Our farm is at Melrose Highlands, Mass., a suburb of Boston, eight miles north of Boston, on the Boston & Maine Railroad. Also forty-five minutes' ride from Boston by trolley. Visitors welcome; admission by ticket, obtained free by mail. No stock shown or sold on Sundays, holidays or Saturday afternoons.

Nassau. Florida as a winter resort is looking up every year because it is really a delightful place and only forty-eight hours' travel from New York.

There are some butcher shops and commission men in the large cities handling old killed pigeons for squabs. Unskilled buyers can be deceived, especially if the feathers are still on the bird. For such old killed pigeons the commission men pay only twelve and one-half cents apiece all over the country. It is not right for anybody to work off such old pigeons on the public as squabs, at the squab price. If you are making inquiries, and a commission man says he will pay you \$1.25 or \$1.50 a dozen for squabs, tell him that you are going to give him real squabs four weeks old, not common old pigeons. He cannot buy squabs at those prices anywhere. A good way to find out the market prices of squabs is to write or go to a commission man or other dealer and offer not to sell, but to buy squabs. In this way you will find out the true market prices for squabs and then when you are shipping squabs to market you will know what you should sell the squabs for, if you are selling to a dealer, to give the dealer a fair profit. Do not let him take it all. (For a full discussion of the markets and allied topics, see our Manual, where page after page of practical talk is given.)

The leading dealers in Philadelphia ship also to Boston and New York; in New York are many dealers in Washington market. If you live near any of these firms, call upon them, or

DEMAND FOR SQUABS IS GROWING—GAME BECOMING SCARCER



FOUR STAGES IN THE PREPARATION OF SQUABS FOR MARKET

The first picture shows squabs alive four weeks old; the second, the same squabs alive hung with wings double locked behind them ready for bleeding; the third, killed and after the coarse feathers (wings and tail) have been removed; the fourth, fully plucked and ready for packing.

any firm handling squabs in any part of the country, and they will tell you that they will take all you can give them. There are men who make it their sole business travelling through New Jersey, Pennsylvania, Delaware, Maryland and New York to pick up squabs from small breeders and deliver them to the city firms.

Every city and town with a large poultry trade also has its squab trade, and the people who eat squabs are good diners, ladies and gentlemen whose cost of table does not trouble them, and who do not stint themselves in buying luxuries. The squab is and always will be a luxury and today, pound



PLYMOUTH ROCK HOMERS THE BIGGEST HOMERS

Our Extras are in a class by themselves. Their equals among Homers for size, weight of squabs produced or prolificacy do not exist. See page 16 of this booklet for further description and prices.

for pound, it commands a price a great deal higher than any other regularly available table luxury.

PRICES STEADY FOR SIX YEARS

To show you how steadily squabs have held to high prices during the past six years, in spite of the tremendous growth

of the squab industry, note the following two letters. The first was sent us in January, 1904, from W. R. McLaughlin of New York. (The prices quoted here by him are not retail, remember but wholesale):

"For the present and until further notice, we quote you market as follows: Squabs weighing ten pounds to the dozen, \$5.50 per dozen; nine pounds, \$5.25 per dozen; eight pounds, \$5 per dozen; seven pounds, \$4 per dozen; six and one-half pounds, \$2.75 per dozen; dark, \$2.10 per dozen. Would like to have all the squabs you can get. In case you have any good customers that are starting in, I wish you would send me a complete list of that trade, so that I can write to them occasionally, and post them on the condition of the market. Thanking you in advance for this or any other information."

Six years later, in January, 1910, Mr. McLaughlin wrote us as follows: "Squabs are scarce this month in the New York market notwithstanding all the raising going on all over the country and the talk of high prices on meats and poultry. There is nothing now coming to this market that is or has been holding its own as to demand and prices the past five years equal to squabs. There is an actual scarcity for all grades, and I am now quoting the (wholesale) market as follows: 10 lbs. \$5.50, 9 lbs. \$5, 8 lbs. \$4.50, 7 lbs. \$4, 6 to 6½ lbs. \$3.25 to \$3.50. Later (February 10, 1910). What better returns do squab raisers want for their investment in good breeding squabs than a good daily outlet for all they can raise, and a positive good return for money invested? There is an actual shortage at the following (wholesale) prices: ten pounds to dozen \$6, nine pounds \$5.50, eight pounds \$5, seven pounds \$4. The prospects are that these prices will be steady for some time to come."

What the above classification of squabs means is fully explained in our Manual. By \$6 per dozen, he means that he will pay \$6 for twelve squabs (not twelve pairs of squabs) which weigh ten pounds or better.

The above prices are not true of squabs bred from cheap stock. You have got to start with the big parent birds that we sell.

¶ We were the **FIRST**, the originators; our birds and methods made a new business of squab raising, and are widely and thoroughly copied. We have no agents—**DEAL DIRECT WITH US.**

¶ Our farm is located on Howard street, Melrose Highlands, Massachusetts, a suburb of Boston, eight miles north of Boston, reached both by Boston & Maine Railroad and by trolley. Visitors welcome; obtain a pass (free) by mail. Telephone connection **MEL-ROSE 290-M.** Mail address Melrose Highlands, Mass. No stock shown or sold on Sundays, holidays or Saturday afternoons.

PLYMOUTH ROCK SQUAB COMPANY.

MORE SQUABS WANTED, 1916



Recent Letters from Marketmen Showing the Increased Demand for Squabs, Always Ahead of the Supply, and the High Prices Now

LETTERS from New York firms are on previous pages. Here are later letters, showing how the New York squab market holds up from year to year, and how big it is. "What these buyers say of the New York market is applicable to markets all over the country, from the Atlantic to the Pacific, and south to Florida. If you do not know the hotels, restaurants, clubs, marketmen, etc., in your nearest city, write to the Secretary of the Board of Trade in that city (enclosing a stamped envelope for his reply) and ask him to give you such a list.

NEW YORK DEMAND GREATER THAN EVER AND PROSPECTS FOR THE SQUAB RAISING BUSINESS NEVER WERE BRIGHTER THAN THEY ARE NOW.

414-418 West 14th Street,
New York, Oct. 9, 1915.

Mr. Elmer C. Rice, Treas.,

Plymouth Rock Squab Co., Melrose Highlands, Mass.

Dear Sir: At the present time there is an actual shortage of squabs on this market, there being **not nearly enough received** to supply the demand. As a matter of fact, the demand for squabs has been very active, not only now during the cooler weather, but even during the summer months, when the demand usually has been light, where local trade drops off, so many people being out of the city, the demand has been greater than in former years.

There has been an actual improvement in the prices paid to squab raisers for the past three or four weeks, and **this improvement will continue** with the demand as active as it is now, so that higher prices can be realized from time to time right throughout the winter, and even during the early spring months, where the weather remains cold.

This consequently should be an encouragement to those who are engaged in the squab raising industry, and to those who contemplate going into it. We are always pleased to note inquiries from these parties, which usually results in adding a new name to our mailing list, and consequent receipts of squabs from new sections. The greater part of these inquiries come from parties who are using the **very excellent breeders** which you supply.

We might state, in conclusion, that the prospects in the squab raising business have never been brighter than they are now.

Very truly yours,

A. SILZ, Inc. By E. FLAURAND, Vice-Pres.

THIS NEW YORK FIRM IS NOT ABLE TO GET ENOUGH PLYMOUTH ROCK SQUABS FOR ITS CONSTANTLY GROWING TRADE — "YOU HAVE WORKED WONDERS, MR. RICE."

289-291 Washington Street,
New York, October 9, 1915.

Mr. Elmer C. Rice, Plymouth Rock Squab Co., Melrose, Mass.

Dear Sir: We have noted with considerable interest the growth of the squab raising industry and we have proof of the improvement in the general run of birds that come to us from all parts of the country, so that we firmly believe that the **quality of squabs is better by far** each year, and that those who give to the business the same care and attention they would to any other undertaking in which they might be interested are receiving **substantial dividends** on their investment.

You have worked wonders and credit is certainly due you for the perseverance and for the energy with which you have worked along the lines of educating squab breeders up to proper keeping, feeding, killing and dressing of their birds, so that the stock should reach the market in the best possible shape. The main difficulty from our stand-point is, **we do not seem to be able to get enough fancy birds to supply our trade.** While of course the market varies according to the inexorable law of supply and demand, there is never any danger that the consignment of any squab shipper will be sacrificed by us on account of a glutted or inactive market. Our quotations have always been made at a net price and we do not charge any selling commission whatever, and since it is our effort at all times to exceed the quotation of our competitors, we feel that those who ship to us are perfectly satisfied. We have testimony to this in the fact that certain shipments are coming to us regularly week in and week out for years.

We also make it a point to get out our returns and remittances without any delay. Hundreds of letters are received by us during the course of the year, asking for information and mentioning your name and we are only too pleased at any time to furnish quotations or to give to shippers of squabs, or prospective raisers, the benefit of our experience.

Thanks very kindly, Mr. Rice, for your courtesies to us in the past. If at any time we can be of service to you, please command us. Very truly yours,

NATHAN SCHWEITZER CO. Inc.

YOU CAN SHIP SQUABS TO NEW YORK CITY SAFELY AND PROFITABLY NO MATTER WHERE YOU LIVE — BUY YOUR BREEDING STOCK FROM THE PLYMOUTH ROCK SQUAB COMPANY AND YOUR SQUABS WILL GET A HEARTY WELCOME AND THE HIGHEST PRICES EVERYWHERE

HEineman Bros., located at the corner of Washington and Barclay Streets in New York city buy squabs from breeders all over the country.

"See here," said Mr. Heineman, "I wish you would talk up to more of your people who live at a distance from New York that they ought to be shipping squabs to us. If they will use light wood containers like half a cracker box, or a candy bucket, the express charges will be only about five per cent of the value of the shipment, provided, of course, that more than two or three dozen are shipped. Although we are commission merchants and charge a commission when handling all our other goods like chickens, etc., we charge no commission whatever on squabs. We buy them outright for \$3 to \$5 a dozen, depending on how much they weigh to the dozen, and the commission which we do not collect goes a long way on express charges. Small shipments are neither for our interest nor the breeder's. We like to get them from five dozen to fifty dozen at a time. Breeders should stock up with more Homers and Carneaux from the Plymouth Rock plant of Mr. Rice, for we in New York give him the credit for the vast improvement in squabs here the last ten years, and the wonderfully increased volume. The squabs which we used to get before he started importing stock from Belgium are now unsalable. We simply cannot use the squabs from common pigeons in this market, and do not want them."

"The New York market is more active on squabs this winter than ever before in my experience. The demand here is growing every year and cannot apparently be satisfied. If I had ten thousand dozen squabs coming in today, I would have them sold in no time, but we can not get them. You know it is the new law here in New York that no game whatever can be sold from January 1 clear to the holidays. Our game trade is gone never to return. As a substitute, we can sell only squabs, squab chickens and squab guinea hens. We do not cater to family trade. Our customers are four hundred to five hundred hotels and restaurants. We make our deliveries in our own wagons. The bulk of our orders are telephoned in from one to four in the afternoon and the squabs are delivered the next morning. When a hotel wants a lot of squabs like four hundred or one thousand for one dinner, it lets us know a day ahead. There are scores of big dinners given in New York every evening and orders for a thousand squabs are no novelty. We have a collector of squabs in New Jersey who picks up lots from small breeders and ships us from twelve to fourteen barrels a week. A breeder who is so small that he can supply only a dozen at a time should hunt up such a party and not ship direct to us."

"More western squab breeders ought to be shipping to New York. We get lots of from ten to twelve dozen from Indiana on which the express charge is a few cents less than a dollar. I do not think all squab shippers know that squabs are carried for a less rate than ordinary merchandise. It is a fact. For example, from a town in the western part of Pennsylvania the rate for ordinary shipments is \$1.70 a hundred pounds to New York, but the squab rate is only \$1.40, and deducted from that there is an allowance of twenty-five per cent for ice. Tell your people never to pay express charges for ice used in shipping. Few express agents know of such rules for shipping squabs and should be told, reference if necessary being made to the rate book in every express office."

"Shippers must not take out the insides of the squabs. If this is done they mould. They should be knifed, bled and packed exactly as Mr. Rice tells. We invite correspondence from all who are actually able to ship good squabs and will advise them at all times to the best of our ability. We certainly want their squabs, and more of them."

"We are getting no squabs from Florida breeders, but we have shippers in North Carolina, Georgia, South Carolina, Virginia, and all the Central, Northern and New England States. Mr. Rice's customers are turning out the best squabs ever received in New York."

INFORMATION AS TO SQUAB MARKETS IN OTHER STATES AND CITIES FURNISHED BY US TO CUSTOMERS

IF you live in a State distant from New York and do not care to ship squabs there, but wish to supply the markets near you, write us after you have bought breeding stock of us and tell us what you want to do in making sales and we will give you letters of introduction to the best squab buyers near you who are acquainted with **Plymouth Rock squabs** and want to keep on buying them and this will assure you the best treatment for your shipments and the highest prices.

Squabs Beat Chickens Five to One

BY JOHN J. PATTERSON

CHICKENS and pigeons are attracting attention and it is the common people who are interested in both subjects more than the rich. The all-prevailing topic today is the high cost of living. What causes this and what is the remedy? Remember that twenty-five years ago the acreage in the West devoted to feeding cattle was large and today that same ground is under cultivation and has become too valuable to be used for such purposes. Hence the main source of beef supply has been decreased, while the consumption has increased to 90,000,000 souls with a few more millions within our borders as visitors. These people must be fed three times in twenty-four hours, and the amount of food that is consumed every day is enormous. This food ranges from the simple hen egg to the best of meats and poultry, whether wild or domestic. Now the question arises, what can I raise to help reduce this expense, and at the same time what will it cost? Which will pay the most on the least expended? Take it for granted that the person has decided upon the chicken, we will discuss that subject first.

A trio of chickens can be bought at any price, but as a fair price say \$2.50 for three of some good breed. We have two breeds of fowls, the Asiatic and Mediterranean. To the first class belong the Brahma, Cochins, Plymouth Rock, Wyandotte and their products. In the latter class we place the Leghorns, Minorcas, Houdans, Hamburg and the smaller breeds. You will find that the average egg yield of the former is about seventy-five eggs per year while that of the latter is about one hundred and twenty-five eggs. Taking the average, we have about nine dozen per year per hen. New York market will average say twenty-five cents, making a total income of \$2.25. Deducting the cost of feed for that hen and you will have fifty to seventy-five cents profit on her.

This looks well on paper, but as experience will prove in nine cases out of ten it will not work out. Last spring I said to a party, "How many hens have you?" The reply was, "About seventy-five." "How many eggs are you getting a day?" "Yesterday we got six dozen." "Very good," says I, "but how many did you get last winter?" "It was too cold for them to lay and we did not get many during the cold weather." "How much has it cost to feed them since last spring?" "I have not counted up the feed bill yet but I know now I am getting lots of eggs and selling them right along." The market here at this time was nineteen cents.

Allow me to discuss those two answers. In the first place, the weather was not too cold last winter for hens to lay, but it was the fault of the owner that he did not get any eggs because he did not give them the proper feed, and if he had gone to the expense of buying beef scraps, beef blood and beef meal, with plenty of strong warm feed, his hens would have been laying right along when eggs at home here were selling for thirty-six cents per dozen; and when the egg market dropped to less than twenty cents, his hens would be taking a rest and shaping themselves up for the summer months. But to pay high prices for high cost feed and not keep up the annual egg production to a certain average, his thirty-six-cent eggs would have cost him forty cents at least if he had started in to count his feed bill for the year and the number of eggs produced. Maybe some one who will read this will say, "That fellow is off his base." Well, my dear reader, I only wish I had been off my base when I learned the above. Instead of buying feed for nearly 1000 hens and selling eggs for *fifty-six cents*, in New York, and losing money all the time, I would now be many thousand dollars better off.

The great mistake made in the poultry business is that the average person does not know how to figure cost of production and to get the required number of eggs per hen per year to pay for the cost of maintenance during the time the hen is not at work. The flock that lays basketfuls of eggs when eggs are cheap is a very poor flock to figure on. Your flock must keep up its egg production at least nine months in the year to leave you a balance that you are not ashamed to show your neighbor. To make money out of chickens as a paying business proposition, you must have good producing stock. I care not whether it is the egg or the thoroughbred bird you are handling, one will cost as much as the other to feed. Then in order to balance up the feed bill you will be able to add to your bank account a few dollars when eggs bring a *few cents*, for thoroughbred stock, if you advertise properly, and in time, after your stock has told the story for itself in the different localities

where you may ship, your thoroughbred sales will amount to more than your egg account.

To a certain extent a little flock of chickens in your back yard will pay in the way of furnishing eggs for your table. Your flock is small, your feed bill is small, and the main cause of your getting eggs plentifully from that small flock is the table scraps, which apparently have cost nothing. In those scraps are ingredients that put the cost of feed for a large flock up so high that it is impossible to provide the same elements on a large scale and make money without entering into some other field as suggested above. Strictly egg production or broiler production, without the thoroughbred market to help, is not profitable for any person to follow.

The trouble with chickens is that, to place yourself in the proper position to do business, taking into consideration the cost of your flock, your houses, the room required and the twenty-four hour attention, is greater than the ordinary person will stand for, even after he has gotten himself into it. There will come a time after embarking in the business that you must come across, or everything will take the backward step and you will not know what struck you.

Taking all things into consideration from a business proposition as to the question "Which will pay the most, chickens or pigeons?" I feel safe in saying that the latter will beat the former every time. Any one can begin with pigeons for at least two to three dollars per pair. A cheap place will do, providing the rats, cats, and other foes are kept from them. No bother about preparing their nests, raising their young, and any pair of common Homers that will not produce at least six pairs of young in twelve months had better be sent to the kitchen and made into a pot pie. The cost of feed will be about \$1.25 to \$1.50 per year for that pair and their products should bring in for six pairs at least \$2.40, but if you do not sell them and do as you would with chickens, keep their products for a year, you will find at the end of that time that your original pairs and their young will have made you quite a flock in the twelve months. The market demand for squabs is greater than for fowls, because you will find twenty-four men raising chickens where one is raising pigeons.

The laws of the different States have become so strict relating to game that the squab is served up as *game* and the price will suit only the rich. The producer gets a better price for his output than in the chicken business. People do not buy squabs now as they do eggs. Squabs cost money at any time and the market is never overstocked. Eggs become so plentiful at times that they are thrown into cold storage and kept for unlimited periods. The time that it takes to turn your money in pigeons is about forty-seven days, less than two months, while the chicken requires twenty-one days to hatch, and at least sixteen to twenty weeks to mature for market. The cost of eggs for pigeons is small, while a setting of chicken eggs will cost anywhere from one to three dollars. I know of nothing that can be started on so small amount of actual cash, that will bring an income in the same length of time.

The pigeon business has the same outlets as the fowls, market, thoroughbred and fancy, and there is still another feature that is so nearly overlooked that I must mention it. Along with the different laws in different States prohibiting the killing of game and shipping it out of the States, there are also laws that prohibit the killing of fancy feathered birds, and consequently the white pigeon has become so much in demand for the trimming of ladies' hats, that a very good business can be built up by any one who will take the time and pains to handle it.

After making up your mind as to which you intend to handle and giving either the same benefits, money, buildings and encouragements I will say (and I speak from an experience of over twenty-five years), that there is not and there can be no comparison as to the return for the same amount of money invested in pigeons or in chickens. The pigeons will beat the chickens five to one with less expense per year and less trouble and are a good deal safer business proposition. As to disease, the chicken will keep you up every night in the week. The pigeon may sometime get out of condition and possibly die, but the amount invested in the single bird is so small that its loss will not cripple you very much, where you may have invested in a fowl the price of two or three pairs of pigeons.

WE WILL REFUND MONEY IF OUR MANUAL DOES NOT PLEASE

SEND A DOLLAR FOR THIS BIG BOOK



Our Manual Gives Precise and Full Directions in Clear, Easily Understood and Easily Remembered Language

THE cloth-bound Manual which we publish, the **National Standard Squab Book**, price one dollar, gives the complete data necessary to success. It is a scientific but plain text book, beautifully printed and illustrated. In the beginning of the Manual, readers are advised to forget all they have read on squab raising. The early writings are antiquated and misleading and the beginner who starts with the common methods will work away from them just as we did. There are many points to be considered and in our Manual we give them all in plain, precise terms, so that even a boy or girl will not be puzzled, but will go straight ahead from the start. Here are a few of the points covered; for lack of space we cannot more than hint at the very full contents of the work:

An automatic plant. Using time to best advantage. How to handle 100 pairs of pigeons as easily as one pair. Skilled labor not necessary as in poultry raising. Where ancient methods are faulty. How many pairs with which to start. Squabhouse and flying pen. Details for construction. Dimensions of the nestboxes and how to erect them. How to buy the lumber. How to arrange the flooring to keep out rats and dampness. Ventilation. Leaving shingles off one end. How to get plenty of sunlight. Management of windows in north side of house. Use of passageway behind nestboxes. Separating the nests. Numbering the nests. The card index. Number of roosts necessary and how to build them so as to prevent soiling. Use of the egg crate or wind-break. How to prevent the droppings from banking up. Size of nestbowl used. A self-cleaning nest. Avoiding deformed legs in the squabs.

Flying pen and fittings. Proper mesh of wire to use. Weaving the tie wire. Location of the feed trough. Mode of using the bath pan. Trellising under the squabhouse. Construction of the feed trough in interior of squabhouse. Kinds of nests to avoid. How to remodel a poultry house. Passageway not needed. How to use a garret or barn loft. How city people raise squabs without any ground. Utilizing the upper part of a barn or poultry house.

How to feed. Variations in the diet. What to feed in the moulting period, or time of extra strain. Management of the sat, oyster shells and grit. Where to keep the nesting material and how to assist the birds in their use of it. Selection of the corn. Feeding twice a day and all the time. The "clean-up" kind of feeding. Avoidance of an uncertain supply of food. No fear of the pigeons gorging. Salt fish and preparations of mortar and grit. How to feed the dainties. The relation of feed to the size of the squabs. Bathing habits of the birds. Management of the bath pan in cold weather.

Breeding habits. Making the nest. Elaborate and rudimentary nests. "Driving" the hen. Laying the first egg. Time of laying the second egg. Unequal hatching periods. When an egg is not incubated. One squab getting more than its share of food. How to exchange the squabs. How the squab is fed. Secretions of the parent birds. What is eaten at ten days. When the "driving" begins again. Two sets of squabs at the same time from both birds. Extra work for the cock bird. Need of two nests demonstrated by the second laying. Taking turns in covering the eggs. Use of scraper. Whitewashing and scalding.

How to mate. Equal number of cocks and hens in the same pen. Use of the mating coop or hutch. The addition of new blood. How to replace a lost mate. Refusal to mate in the mating coop. Determination of the sex. Several different ways used to fix the question positively. Differences in the behavior of the sexes. Comparative value of Runts and Homers. Qualities which make the Homer valuable and how to accentuate them. Relation of color of feathers to the efficiency of the bird. Value of white-feathered birds. Dark-skinned squabs. Plucking feathers occasionally from the undressed squabs.

Few ailments. Avoiding disease by simple precautions. Nature's plan for the survival of the fittest. Cause of canker and going light. Pigeons made tender by artificial heat. Management of the windows on stormy days. Most precarious period in the life of the pigeon. First matings in the case of the youngest birds.

How to kill and cool the squabs. Proper dislocation of the neck. The right way and the wrong to hold the hands. Proper time of killing. Cooling the killed squabs. Importance of learning the right way. How to hang them from studding. Keeping away cats and mice. Arrangement of the finish nails so as to get a count. Driving off the animal heat. Clean crops. How to ship the killed squabs. When to pick the feathers, if you are delivering them plucked. Use of ice. Squabs that put on feathers ahead of the usual time.

How to ship live breeders. Proper dimensions of the crate. How to avoid smothering. Size of tin cups and how to tack them. How to prevent water from being spilled. Transportation of stock long distances. Peculiar rules of the express companies. How to value the shipment. Recovery in case of accident. The animal rate and the merchandise rate. How to secure them. The live animal contract release.

Bookkeeping. Marking the young squabs. Initials and numbers on the card index. Mating by the cards. Figuring ahead for the hatches. Figuring the amount of grain needed by a flock.

Trained flyers. How to raise and sell fancy flyers at high prices from trained Homers. Use of the training basket. Preparation of the message. Construction of the trap window. Mating for best flyers. Mating for vitality and stamina. Breaking up an undesirable mating.

Cheap breeders are expensive. Difference between the common and Homer pigeons. Characteristics of the Homer. Habits of the intelligent Homer contrasted with the habits of the common bird. Importance of starting with thoroughbred stock. Taking away desirable qualities from the Homer by mating with other varieties. Played out Homers sold by breeders cheap when they no longer prove profitable.

Manure bought by tanneries. Soap in alkali. Manure should pay for one-third of the grain bill.

How to estimate the number of pairs of pigeons which a certain house will accommodate. Variation in the size of the flying pen. Number of birds which can profitably be kept in one pen or in one flock.

A few days leeway in the killing of the squabs. Sorting properly so as to get the highest price from the dealer. How one dealer remodeled a hog pen. A location near the sea. How to utilize a brook or river on your place.

Advice to beginners on starting. How much money to put into buildings and how much into birds. Management of the flock in the summer time.

Conditions of the markets in the various cities. The rich hotel and restaurant trade of New York. Interpretation of quotations in the newspapers. Relation of the price of old pigeons to squabs. The relation of the commission men to the breeders. Experiences of squab breeders with their product in the New York and Philadelphia markets. The Western trade.

A wet sink cheaply constructed for the bath pan. Piping the squabhouse for running water if you can afford it.

Full explanation of inbreeding and how to avoid it. Habits of the pigeon in a wild state. Darwin's experiments. Breeding for size and plumpness. Mastering the matings. Management of the young squabs if you wish to keep them alive and increase your flock. Breeding for finer plumage. How to handle thoroughbreds.

Substitutes for food materials which are scarce in certain sections of the country. Use of buckwheat, millet, oats and

the foods of various localities. Grains that produce fat and those which do not.

Detailed construction of the self-feeder. How to make and apply the seamless band. Details of the timbering of the squabhouse.

Questions answered. Packing in layers. Discoloration of the meat. Sex of each pair of squabs. Mating in one house. Larger nestboxes. Observation to determine sex. Details as to shingling. Mating of cock with two hens. Throwing

squabs shipped to them. Squab buyers in the eastern markets getting squabs from our customers as far west as South Dakota. Express charges a small item in shipping. Details of the markets in all sections.

Need of health grit. Weaning the young birds. The killing machine, how to build and operate it. Nestboxes built with removable bottoms. Insect sprayer. Squabs in Chicago. Squab market quotations compared with the quotations of other table supplies. Management of bath pans. How customers get high prices for Plymouth Rock squabs. Business management of a plant. Red and white wheat.

History of the Carneaux. How they excel as breeders. Experiences in breeding them. How to breed fifteen pairs of squabs from one pair of Carneaux in one year. Plymouth Rock Carhoms. Carneaux and Homers in same pen. More about how to tell sex. How to keep down an excess of cocks. Squabhouses of two and three stories. Squabs fed artificially. Nests on the floor. How to get rid of rats and mice. How to make perches. Pittsburg market. Low quotations. How to kill cats. Breeding true to color. Sulphur or iron water. Pigeons that fly away. No coal ashes. Temporary pen and breeding pen. Twigs for nesting material. Clamoring for squabs in the State of Washington. Squabs in Oklahoma and Indian Territory.

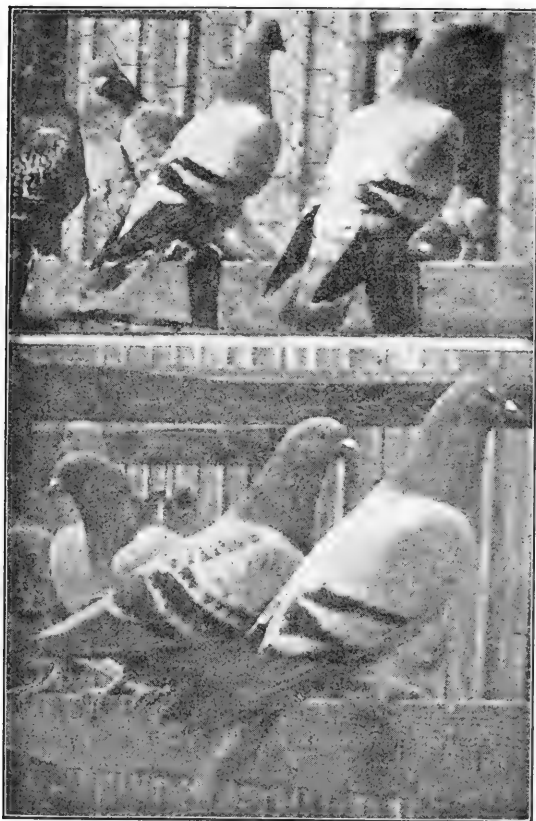
The last edition of our Manual, the National Standard Squab Book, which we are now selling, has illustrations which are especially good, showing as they do by actual photographs the different kinds of grains and grits used in squab raising, the good and the bad kinds, etc. These new pictures, educating the squab breeder to buy the right kinds of feed, are thirty in number, and are worth much more than we ask for the book. We are told by buyers that they "would not take \$25 for it if they could not get another copy," "worth ten dollars," etc. On page 308 will be found the Egg Secret article. It is told there how to build up a big flock quick, hatching only the eggs of the largest birds. No small squabs are hatched at all. You judge the bird in the egg without waiting for it to hatch, thus saving weeks of time. No apparatus required, only expert knowledge applied with common sense. Applies to any breed of pigeons: This one article alone is worth ten times what we ask for the whole book.

Additional articles in our latest Manual are as follows: How to sell squabs in Boston market, why I gave up chickens in favor of squabs, how to get good feeders, how to keep mice out of grain troughs, a new way to cook squabs, how to ventilate with burlap windows, how a Missouri breeder ships squabs to Pittsburg, how to feed green vines, how the city marketman wants squabs, when and how to transfer squabs, how to make a ten-cent shipping crate, how one New York firm sells two thousand dozen squabs a week, matting straws for nesting, wire door for ventilation, how to train Homers to carry news, selling squabs by house-to-house canvass, how to bake salt in cans, how to cure squabs in nest of canker by the Venetian red treatment, flaxseed a substitute for hemp, why a woman prefers squabs to chickens, how a woman makes her small flock pay well, how to make valuable fertilizer with pigeon manure, recipes for squab pie and braised squab, how a Utah breeder started small and grew up big, how a big Ohio plant ships squabs, how to use twigs for nesting material, what one pair of Carneaux produced, Delaware hotels paying \$4.50 a dozen, Canada squabhouse built of cotton cloth, North Carolina squabs in open air, horse radish and split peas, how to sell squabs for five cents an ounce, how to take pigeon pictures, New York City squab market booming, how to kill and pack for a city trade.

We sell the one-dollar book on these terms: **Money-back Guarantee.** (We first made this guarantee in 1901, showing confidence in this Manual, and experience has proved that buyers like the book and keep it.) We guarantee our Manual, the National Standard Squab Book, to be the most complete and best squab instruction book published and that it will give satisfaction to the purchaser. If you do not like it when you get it, and do not think it worth one dollar, write us forthwith, telling us your objections, and when we get your letter we will instruct you to mail the book back to us. On receipt of it we will refund the one dollar which you paid for it.

PLYMOUTH ROCK SQUAB COMPANY
Elmer C. Rice, Treasurer.

The facts in our Manual are absolutely indispensable and you can obtain them nowhere else. Nobody should undertake the breeding of squabs until he or she has given careful, intelligent study and thought to this book and made plans accordingly. **PRICE OF MANUAL, ONE DOLLAR PER COPY, POSTPAID**



PLYMOUTH ROCK HOMERS

Notice the admirable size and broad-breasted frame of the birds and plumpness of the breasts. The old-fashioned, narrow-chested type of native Homer has been crowded out of the markets by these birds. Notice that Homers do not breed true to any particular color of plumage.

Three of the pigeons shown in the above picture in this column are Plymouth Rock blue bars. The fourth (seen on lower perch) is a blue checker. Plymouth Rock Homers also come in red checks, silvers (ash-gray body color with red bars on wings) and splashed colors, also white. The white birds are smaller and not so desirable for squab breeding, although they are pretty pets. The color of the feathers has nothing to do with the color of the skin and flesh. The marketman always talks of squabs with the feathers off, and color of plumage means nothing to him. By a "white squab" he means a squab which has been killed and bled properly so that the blood is not coagulated and showing dark and blotched through the skin. The quotation "prime white squabs" means such squabs, and not white-plumaged squabs. Plymouth Rock Homers of any plumage breed the prime white squabs. For many other pictures of our Homers and the squabs which they breed, see our Manual, the National Standard Squab Book, price one dollar. Size, and not color of plumage, is the main consideration when buying pigeons. We can fill orders which specify color of plumage, but if you have in mind the breeding of squabs for market, or the breeding of pigeons to be sold to produce squabs, we send the plumage as it comes, both Homers and Carneaux. Our white Homers are sold at a special price (\$2.75 a pair) and are not put into orders unless directly specified. Homers do not breed true to color. We mean by this that if, for example, you start with twelve pairs of our blue bars, you will get, in breeding from them, not only blue bars, but all the other colors in which Homers come. See Manual for further discussion of colors.

away the old nest. One large flying pen for small flocks. The hinged backs of the nestboxes, etc., etc.

Names of squab dealers and consumers in every section of the United States, and the prices they pay. How they wish

HIGH PRAISE FOR OUR \$1 MANUAL

This is the Book which Made a New Business of Squab Raising—Read What They Say About It

OUR Manual, the **National Standard Squab Book** (by Elmer C. Rice), price postage paid, one dollar, was the first and original. It contains five times more reading matter and pictures than any of its score of imitations, and the instructions it gives are tried and true. Its facts are obtainable nowhere else. It is kept up to date by revision and reprinting annually. It is a phenomenal success, having established a new record in live-stock literature, not only in sales, but in the character of the indorsements given it. In the new Manual, Mr. Rice has completely revised and re-written the whole subject and brought everything up to date, and in its new form his book is the clearest, best illustrated, most comprehensive and most practical work, not excelled by anything in the live-stock line. Neither effort nor money has been spared in its publication, and the author was aided in his work of revision and preparation of new matter by over **five hundred** of those who had bought the first publication of his writings, among them being some of the oldest and most experienced pigeon fanciers and breeders in the United States. To show the high character of this work, we print herewith a few of the thousands of letters we have received. (The full addresses of any of these writers will be supplied, if desired.) We guarantee that you will be satisfied with this book when you get it, and will take it back and refund the money you paid for it if it does not please you and is not all and more than we claim for it.

"Very useful. I could not get along without it. I have not lost one pigeon."—*Frederick Small, Michigan.*

"Your book is worth while, both for a beginner and an experienced man. It is worth five times its price to any squab raiser. I have sent for many different books, but yours is the best and most useful."—*A. Sossong, State of Washington.*

"It gives me much pleasure to state, after reading and re-reading your deeply interesting and highly instructive Manual, that I find myself utterly at a loss for a single suggestion that I could conscientiously offer which would act in the least to the betterment of the course now pursued by you, and which appears to me to be so entirely correct as to leave absolutely nothing requisite for its thoroughness and completeness in every detail, especially so far as the commercial feature is concerned. For fear that I may have overlooked some point which might possibly permit of improvement, I have gone carefully over each page of your Manual, only to find that my opinion must remain unaltered. I have nothing but praise to offer for your work and method, which seems to me based on common sense and sound judgment, consequently your success is not to be wondered at. I send this opinion not as a novice in pigeon culture but as a fancier of at least twenty years' experience, fifteen of which as a breeder and flyer of the king of all pigeons, in my estimation, the noble Homer. You have indeed done the fancier at large a very great service in placing within his reach such an interesting and valuable treatise, which cannot fail to prove to novice and veteran alike a most acceptable aid and a safe guide in this truly fascinating and lucrative employment."—*Charles W. H. Burns, Maryland.*

"I received your Manual and like your method of squab raising very well. While on the farm, I raised squabs from common pigeons and we thought they were just splendid. When I moved into town, I bought a few pairs and have been managing them somewhat after your method, and have had splendid luck. We still think the squabs are hard to beat; don't know what kind they are but call them common pigeons; but I tell you if your Homers raise better squabs than these, I would certainly want some."—*R. Creed Carter, Missouri.*

"Manual arrived all O. K. and I think that any one that intends to go into the squab business and should chance to get hold of your Manual would not go astray."—*W. H. Hall, Washington.*

"I have found a great amount of useful information in your Manual and it is given in a very clear manner. I think your Manual much better than any other that I have seen."—*H. B. Whitaker, Ohio.*

"Clear and comprehensive. The best treatise on pigeon keeping that has come to my attention. Strong details."—*L. E. Jay, New Jersey.*

"Most complete book I have ever read on pigeon breeding."—*John J. Flynn, New Jersey.*

"There were a great many points in it which I did not know before."—*Grover Barnes, New York.*

"Your new and enlarged Squab Book was placed upon my desk. It is certainly a grand work and does you a whole lot of credit. I am glad to have this in my office library for reference."—*Michael K. Boyer, poultry editor Farm Journal, Pennsylvania.*

"I find Rice's Manual in a class by itself. It is stamped on every page with the imprint of genius and originality. It takes first rank as a teacher in the science of stock breeding. It is science made practical in handling of pigeons and raising

of squabs. It is a key that opens the door to a splendid enterprise. You see it all and catch the spirit of a great industry led by a greater captain. Yes, it is a book that is teaching mankind one of the greatest lessons on material and moral prosperity of modern times. There is not a man living who may sit down and count up the value of the effects this book produces and the power of its influence. I believe in recognizing merit and giving honor where honor is due. Allow me to take off my hat and make my best and most humble bow to you across the water, not to the man, but to your genius and moral worth."—*Francis Warren, Ireland.*

"We consider the Manual the best book yet seen treating on squab breeding. There are two others in our possession and yours is a long way ahead. I have sold my Manual and am now sending to you for another. You can use our name in connection with any praise of the Manual, as we are more than pleased."—*White Brothers, Massachusetts.*

"Your Manual is very clear and comprehensive on every point touched upon. I feel that I can succeed in successfully breeding squabs by following its clear-cut advice and suggestions. I don't think any other could be more comprehensive."—*J. R. Perry, Maryland.*

"I have read your Manual upon the raising of squabs and care of pigeons and find it of great benefit to me. Gave me points of which I knew nothing and should never have known or at least after an expensive experience and perhaps an entire discouragement. I most cheerfully recommend all persons in or about to engage in the business to procure your Manual at once."—*Charles E. Child, Massachusetts.*

"I received your Manual on squab breeding and think it a very handy guide, and every pigeon lover and squab-breeder will be more than pleased for the instructions received through it. I have other pigeon books, but yours is the shortest and quickest way to understanding pigeons and breeding."—*J. H. Borgman, Jr., Indiana.*

"I know there is a good profit in broiler squabs. I am a hotel chef, having cooked many of them, and they are scarce in the market most of the time. We have to order them a week before we want them in order to get them at all."—*Fred Panther, Michigan.*

"Your book has been the best so far that I have ever read. I have 300 pairs of breeders but they are common pigeons and Antwerps mixed together. Last year I sold \$400 worth of squabs from 250 pairs of birds. They are working nicely at the present time but are not the best of feeders. The Homer is way ahead of my stock. I have been in the pigeon business for eight years and have saved my own squabs for breeders."—*Otis E. Fox, New Jersey.*

"Your Manual is the best that has reached me on the subject of squab raising."—*J. W. Edmundson, Pennsylvania.*

"Perfectly clear."—*J. Stanley Shaw, Massachusetts.*

"Written in the plain language that any one can understand."—*R. D. Lehmerr, Illinois.*

"Very plain to understand. I have read quite a number of books but there are not any of them that are explained any better than what yours is, and some books have cost over three times as much as yours cost."—*Harry J. Baldi, Pennsylvania.*

"It is far ahead of other books issued on the subject at a larger price."—*F. R. Jones, New York.*

"I consider your Manual one of the best I have ever read on squab raising. Any one interested in pigeons can get much advice from it that would require years of experience

YOU KNOW WHERE YOU'RE AT WHEN YOU'VE READ THIS BOOK

to gain. Your Manual shows clearly what was gained by years of practice."—*John N. G. Long, Pennsylvania.*

"The best and plainest book of the kind I have ever read."—*P. C. Swarts, Delaware.*

"Very plain to me, there being no terms I cannot understand, and every point is clear."—*C. S. King, Ohio.*

"Admirably planned and executed, treating every phase of the subject in a plain but thorough manner."—*C. M. Rodgers, Connecticut.*

"I have read your Manual through very carefully and with much interest. For the past year I have been very anxious to gain some knowledge of the pigeon business. I have bought a number of booklets written by various breeders on this subject. I must say yours is the most complete and contains more valuable information for the beginner than any book I have yet had. Every point is clear. I do not see anything that can be improved."—*James H. Thompson, New Jersey.*

"I was highly pleased. Tells the essential points and in a way that can be understood."—*L. E. Baird, Illinois.*

"Every point was clear to me after reading your book."—*Joseph Kirk, Pennsylvania.*

"Very nicely bound and well worth the price asked."—*F. W. Storms, New York.*

"I spent ten dollars for poultry information which was so contradictory that I threw them all into the Atlantic and vowed never to have one near me. I then got your information, and everything has been so clear and concise that I have no hesitancy in knowing what I will do."—*R. H. Webb, New York.*

"I am delighted with its contents. I raised hundreds of pigeons in England and can plainly see the knowledge your book is founded upon is common sense facts."—*W. Alexander, Illinois.*

"I have read your book very carefully and am pleased to say that I received more real information from it than from any other that has come to my notice."—*C. Lewis Bill, Connecticut.*

"Your work is ahead of anything I have read."—*P. Mains, Ohio.*

"I think the advices you give in your Manual are the best I have ever read on the treatment of pigeons."—*Mrs. Ida B. Gale, Connecticut.*

"I never read any other work on the subject, but did years ago raise fancy pigeons, and had I read your work at that time my success would have been far greater than it was."—*H. M. Close, Ohio.*

"I liked your book very much and if everybody would use it as directed they would raise lots of squabs."—*John L. Wilson, Pennsylvania.*

"I was greatly pleased with the plain, concise directions for breeding, building the pen, etc."—*George E. Burrows, New York.*

"Every phase of the raising, feeding, and housing of pigeons is treated very clearly and exhaustively."—*P. Scholz, Pennsylvania.*

"All right and far ahead of anything I have read on the subject."—*E. M. Bourne, Rhode Island.*

"Of great help to me in refitting an old poultry house for the care of pigeons."—*J. U. Grass, New York.*

"Invaluable; information clear and concise; every day find some helpful point. The work is in a class all by itself and is far above all competition."—*J. E. Mabie, New York.*

"I have not read many books on pigeons, but it is much better and more practical than any of them."—*John H. Fassitt, Pennsylvania.*

"Practical and exceedingly concise."—*Charles W. Long, Pennsylvania.*

"Most interesting; little I can see that can be improved."—*E. D. F. Brady, District of Columbia.*

"I have read and re-read it with more than pleasure."—*Dr. B. A. Saville, Connecticut.*

"Most complete in detail of any work on pigeon breeding I have ever read."—*W. S. Boyd, Pennsylvania.*

"Every point clear. The most practical as well as the most fascinating on pigeon culture that I have ever read."—*Mrs. D. S. Stahern, Ohio.*

"A very great help, inasmuch as it explains nearly everything that one would want to know in such a way that it removes any doubt about which way is right; not necessary to look any further on the subject."—*William H. Cross, Illinois.*

"One of the most interesting and instructive books I ever read. I have kept poultry for many years but believe there is more profit in the pigeons."—*W. M. Balmer, Pennsylvania.*

"Complete in every way."—*Wilbur Hoves, Massachusetts.*

"Have found your advice very helpful."—*M. L. Dillon, Indiana.*

"Very complete and remarkably graphic."—*Lewis G. Early, Pennsylvania.*

"The most satisfactory I have ever seen. I do not see how your method can be improved upon."—*J. C. Davis, North Carolina.*

"Every point of breeding for squabs is well taken care of."—*Clarke F. Hess, Pennsylvania.*

"From the standpoint of one who has never bred a pigeon but who has considerable experience in poultry, I would say that your book certainly is the clearest exposition of a subject that I have ever read."—*D. E. W. Vfeeland, New Jersey.*

"I do not see how you can improve your Manual."—*T. P. Burrill, Jr., New Jersey.*

"You have treated the different subjects so thoroughly that it will be hard to make improvement. The chapter on squab house and fittings has been worth to me many times

the price I paid for the Manual. I have not read all the books treating on the breeding of pigeons and the raising of squabs, but I have read quite a few and I say without any hesitation that your treatment of the subject is the best I've seen."—*J. T. Black, Pennsylvania.*

"I prize the Manual very much and the advice to those about to engage in the business I find very complete in its details. Some ideas in building construction which are new to me and I consider worth more than double the price of the Manual I shall follow in the near future."—*J. K. Lamont, New Jersey.*

"I found a great deal of valuable information in it."—*G. W. Greenwood, Massachusetts.*

"I consider it very plain and simple and easily understood."—*D. Y. Swayne, Pennsylvania.*

"Gives most useful advice to young beginners of any I have read."—*Dr. J. H. Struble, New Jersey.*

"I was very much gratified to see how every point was presented."—*John C. Hardenbergh, New York.*

"The finest work I ever read; everything to the point, no guessing as to meaning, no contradictions."—*G. W. Clem, Ohio.*

"I was very greatly pleased with your Manual."—*Hugh M. Stairs, Nova Scotia.*

"I sat up until about 11 o'clock last night reading it, and have been reading it today every time I got a chance."—*R. L. Rolston, Kentucky.*

"After reading your Manual I procured all the books on pigeons I could find. I think you have evolved the most practical system—one that should give the careful breeder success with mathematical certainty. Your book is the only one I have been able to obtain that gives to the beginner the information he needs to start the business of squab raising."—*L. M. Hall, Massachusetts.*

"I have read several books on pigeons, but must say that yours is the best. It is plain, common sense talk on pigeons. I know that every one who reads it will be pleased with it and can profit by so doing."—*George R. Park, Pennsylvania.*

"It is the best book on pigeons ever published. It has given me a lot of advice, and good sound advice, too, and is the simplest book of its kind that I have ever read."—*A. G. Ingram, Georgia.*

"I have looked your Manual over and over and don't see anything you could improve on."—*E. G. Bieg, Michigan.*

"It is very interesting and is all it claims to be."—*M. J. Shetlet, Pennsylvania.*

"Yours is the only method of doing. I began three years ago and I learned by experience that it is the way, and the only way, to raise squabs successfully. I first heard of you last May. Wishing you success and prosperity."—*F. A. Martin, Michigan.*

"It is fine work and tells what the beginner wants to know."—*L. F. Hull, New York.*

"I was very much pleased with the Manual, which furnishes much sensible advice."—*Dr. W. P. Carpenter, Indiana.*

"One year ago this month I purchased four pairs of your Extras. I now have 135 pigeons in all. One of my Homers which I trained flew ninety-six miles in two hours, thirty-six and a half minutes, outflying a racing Homer eight and three-quarters minutes. He is a fine bird. I have followed your Manual in every way. It is a good book and could hardly be improved."—*Ward Edwards, Texas.*

"It is the best book I ever saw in my life. I have been a pigeon fancier about six years, and always doing well in my business, and your book is the best I ever saw."—*Adam Roth, New York.*

"I received the Manual and magazines and was delighted to the greatest extent with each. I never realized before how much really interesting information and reading matter was connected with squabs. Instead of the cloth-bound book which I did receive, I half expected a thin paper-bound pamphlet half filled with uninteresting advs. but was happily disappointed in my expectations."—*Stuart B. White, Illinois.*

"A word about your Manual. I must say that it is the greatest book I ever read about pigeons. It is worth five times what you ask for it."—*S. Scott, Pennsylvania.*

"Your Manual is a priceless gem."—*Samuel G. Clarkson, New Jersey.*

"I must say that it beats any book for the money that I ever saw. I would not take ten dollars for mine if I knew I could not get another one."—*H. L. Dickinson, Florida.*

"I have your 1908 Manual, and as I have had some experience in raising pigeons, I must say that it is the most sensible advice ever written on the subject."—*H. J. Martinson, Minnesota.*

"There is no better book on earth about squabs. I have had several kinds and they don't describe anything like you do."—*Walter Bicken, Texas.*

"It is not only a well-made book, but the information given in it seems to be all that is needed. I have read it several times and find it very interesting."—*A. I. Derr, West Virginia.*

"To say I am pleased with it would be inadequate to express my feelings of your work. Your Manual is IT, having all others beaten by miles."—*W. Ernest Williams, Ontario.*

"I think it is the most simple and complete work I have ever read."—*Mrs. John Gohagan, Michigan.*

"I have been interested in pigeons for years. Some twenty years ago I had a nice flock of trained Homers with fine records. Your National Standard Squab Book is to say the least the most complete treatise on pigeons I have ever read, is highly instructive and covers all essential points to minutest details."—*George F. Bandle, Ohio.*

PLYMOUTH ROCK WAY OF SELLING



How We Back Up Our Pigeons—One Price to All—Safe Delivery and a Square Deal to All—If the Pigeons Are Not Perfectly Satisfactory After Three Months' Trial We Don't Want You to Keep Them.



One price to all; no deviation from this price-list; no secret discounts or rebates. We guarantee safe delivery of all pigeons. We give the customer three months to try them. If, after seeing them for three months, he is displeased with all or any part of them, he may write us to that effect and we will either replace the birds he does not like, paying all express charges, or take back the pigeons and refund to the customer the money he paid us for them.



WE SORT OUR HOMERS INTO TWO CLASSES

THE Homers which we sell for breeders are sorted by us into two classes, for size, Number One (or Jumbo) Plymouth Rock Homers, and Extra Plymouth Rock Homers. The Extras are larger than the Number Ones (or Jumbos) and will breed a larger and heavier squab for which the breeder gets more money, so we ask more for them. Pigeons, like all animals, do not come precisely the same size in the breeding. Squabs are sold by the dozen and the more they weigh to the dozen, the more money they bring. For this reason our big Extra Homers are worth more than the Number One Homers.

WE INTRODUCED THE BIG HOMERS

Our Extra Plymouth Rock Homers were a revelation to the markets of this country. Previous to their introduction by us, the best squabs weighed seven pounds to the dozen. It was stated in the books and poultry press ten years ago that Homers able to breed squabs weighing eight pounds to the dozen did not exist. Our Extras breed squabs weighing steadily from nine to twelve pounds to the dozen. Their size and beauty are everywhere recognized, and they are the standard for comparison. For testimony as to prolificacy, size and weight of squabs, see the letters from customers printed at the back of *The National Standard Squab Book*. Our stock is improving every year. Get these fine Homers at first hand by trading direct with us. We have no agents. If anybody offers you something "just as good" as Plymouth Rock Homers, or "better mated," he is simply trying to trade on our reputation. Avoid disappointment and send your order direct to us.

WE SEND OUR CULLS TO MARKET

One of the reasons for the success of our customers with our Homers is, that we sort our birds with extreme care and ship only perfect specimens fit for breeding.

We send in every week to Boston market, to be killed, all the culls, such as birds with any imperfections, or which are poor breeders.

BANDING, MATING

Many beginners are puzzled as to the sex of pigeons, even after observation. We mark our birds with a strong V-joint band, placing the band on the right leg of the male bird and the left leg of the female.

The skillful work of mating is done in our plant by trustworthy men of experience who have been in our employ almost as long as our business has been founded and to aid them they have the best equipment, including one long house (illustrated in Manual, fitted expensively with hundreds of coops), heated by hot water and given up entirely to mating. Two men give their time to this mating each day. Nobody is more willing, or can do more, to supply more satisfactory or better mated Homers than we can. Customers are invited to visit our farm, and if they wish, see their orders filled to their perfect satisfaction. We receive visitors on any days except Sundays and holidays; we do not work then and neither sell nor show stock on those days.

Our equipment of large pens for catching mated pairs while driving, small pens for keeping flocks at work the desired time, and other devices, are complete. We were the first to give the "trap-nest" a trial, but abandoned it, as it cannot be depended upon, catching two birds of the same sex as often as a pair. The method of catching mated pairs while they are driving (which some advocate) is good in some months of the year, and is employed then, but in other months is useless. If any special method of mating has been recommended to you and you prefer it, specify that when you order of us and we will fill your order accordingly. Orders for color of plumage, mating, banding, etc., filled according to specifications.

If you live remote from us, and have visited a plant near you or have read about one, and wish your order made up in any manner specially recommended to you, we can fill your order to suit you perfectly.

SAFE DELIVERY GUARANTEED

Our Homers are pure breed and are adults, of prime breeding age, ready for quick laying. We guarantee safe delivery. We send out nothing but strictly first-class stock. We do not sell any young birds (whose sex it is impossible to determine).

We send a certificate of pure breed with Canadian and other foreign shipments so that no duty is exacted. Our Homers are duty free.

You should not have other than even pairs to begin. Beware of pigeon jobbers retailing so-called Homers as low as 75 cents to \$1.25 a pair, calling them "Homers, guaranteed properly mated." Such birds are picked up everywhere,

PRICES THE LOWEST AT WHICH RELIABLE BIRDS CAN BE SOLD

some lots being all cocks and no hens. Such advertisers are irresponsible, have no rating, and their guarantee means nothing. They have no facilities for furnishing "properly mated pairs," and no intention of really guaranteeing the sex of the birds they ship.

Our interest in our customer does not end with the sale of breeding stock. We expect to assist him to make money with the birds and to teach him the business. That our birds and our helpful methods are successful our "Letters from Customers" and "Stories of Success" demonstrate. We challenge any pigeon or squab breeder, or any breeder of live stock anywhere, to show a record for fair dealing in volume or character equal to this.

Imitators copy our books and our methods unblushingly. Look out for them — get only the genuine Plymouth Rock Homers. We control our wood pulp nestbowls and these cannot be sold except by us without infringement.

No. 1 PLYMOUTH ROCK HOMERS

For sale as follows, these prices being the same to all, no matter where customer lives:

Three pairs.....	\$6.00
Six pairs.....	12.00
Twelve pairs.....	24.00

Twenty-four pairs.....	\$48.00
Forty-eight pairs.....	96.00
Ninety-six pairs.....	192.00
And so on. No order filled for less than three pairs.	

EXTRA PLYMOUTH ROCK HOMERS

For sale as follows, these prices being the same to all, no matter where customer lives:

Three pairs.....	\$8.25
Six pairs.....	16.50
Twelve pairs.....	33.00
Twenty-four pairs.....	66.00
Forty-eight pairs.....	132.00
Ninety-six pairs.....	264.00
And so on. No order filled for less than three pairs.	

Above prices are for Mated Pairs. Birds Banded, cocks on right leg and hens on left leg.

PLYMOUTH ROCK HOMER HENS

We can supply Plymouth Rock Female Homers in any quantity, both No. 1 hens and Extra hens.

Price of Plymouth Rock No. 1 Homer Hens, \$1.00 each.
Price of Plymouth Rock Extra Homer Hens, 1.50 each.
Express charges paid by customer. (Cocks at same prices.)

SPECIAL OFFERS

Express and Freight Charges Prepaid. Order one of these and you pay nothing for transportation.

WE sort our Homers into two classes, No. 1 and Extra. The largest birds we call Extras. They will breed a larger and heavier squab for which the breeder gets more money, so we ask more for them. Pigeons, like all animals, do not come precisely the same size in the breeding.

The following special offers may be ordered by number. Send us an express or post office money order or bank draft and in your letter say, "Send Special Offer No. 1," No. 2, or whichever you prefer, and we will fill your order accordingly.

The quotations given in these special offers are for Mated Pairs, birds banded, cocks on right legs and hens on left legs.

If you wish your order filled in any manner which has been recommended to you, specify when you order.

We Pay Express and Freight Charges on These Special Offers. You will be Charged Nothing for Transportation. Both Pigeons and Supplies will be Delivered Free to Your Nearest Railroad Station. (These special offers can be taken advantage of only by customers in the United States and Canada.) Special offers for sea voyages will be placed free on board the nearest steamer at these prices plus an extra charge for cooping and feed for ocean voyages. Transportation for ocean voyages at the risk and expense of consignee. Our guarantee stops at the steamship.

SPECIAL OFFER NO. 1, Thirty-six Dollars

Send us Thirty-six Dollars and we will ship you Twelve Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send one pair free, or 13 pairs Extra altogether. We will send also, in addition to the pigeons, one drinking fountain, one bath pan and two dozen nestbowls (or other supplies which you may prefer, of equal value, \$3.15) and Prepay the transportation charges on all.

SPECIAL OFFER NO. 2, Nineteen Dollars

Send us Nineteen Dollars and we will ship you Six Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and one dozen nestbowls (or other supplies which you may prefer, of equal value, \$1.75) and Prepay the transportation charges on all.

SPECIAL OFFER NO. 3, Ten Dollars

Send us Ten Dollars and we will ship you Three Pairs of our Extra Plymouth Rock Homers, Express Charges Prepaid, to your nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and half a dozen nestbowls (or other supplies which you may prefer, of equal value, \$1.25) and Prepay the transportation charges on all.

SPECIAL OFFER NO. 4, Eight Dollars

Send us Eight Dollars and we will ship you Three Pairs of our No. 1 Plymouth Rock Homers, Express Charges Prepaid, to your

nearest railroad station, any point in the United States or Canada. We will send also, in addition to the pigeons, one drinking fountain and half a dozen nestbowls (or other supplies which you may prefer, of equal value, \$1.25) and Prepay the transportation charges on all.

SPECIAL OFFER NO. 5, Seventy Dollars

Send us Seventy Dollars and we will ship you the following goods, both express and freight charges Prepaid to your nearest railroad station, any point in the United States or Canada:

24 Pairs Extra Plymouth Rock Homers (25 pairs will be sent, one pair free).

Four dozen nestbowls.

Two bath pans.

One drinking fountain.

(Or other supplies or more pigeons, which you may prefer, of equal value, \$5.55.)

SPECIAL OFFER NO. 6, One Hundred Forty Dollars

Send us One Hundred and Forty Dollars (\$140) and we will ship you the following goods, both express and freight charges Prepaid, to your nearest railroad station, any point in the United States or Canada:

50 Pairs Extra Plymouth Rock Homers (52 pairs will be sent, two pairs free).

Nine dozen nestbowls.

Four bath pans.

Three drinking fountains.

(Or other supplies or more pigeons, which you may prefer, of equal value, \$12.85.)

WE PAY TRANSPORTATION CHARGES ON THESE SPECIAL OFFERS

SPECIAL OFFER NO. 7, Two Hundred Seventy-five Dollars

Send us **Two Hundred Seventy-five Dollars (\$275)** and we will ship you the following goods, both express and freight charges **Prepaid** to your nearest railroad station, any point in the United States or Canada:

100 Pairs Extra Plymouth Rock Homers (104 pairs will be sent, four pairs free).

Eighteen dozen nestbowls.

Eight bath pans.

Six drinking fountains.

(Or other supplies or more pigeons, which you may prefer, of equal value, **\$25.70**.)

SPECIAL OFFER NO. 8, Eight Hundred Dollars

Send us **Eight Hundred Dollars (\$800)** and we will ship you the following goods, both express and freight charges **Prepaid**, to your nearest railroad station, any point in the United States or Canada:

300 Pairs Extra Plymouth Rock Homers (312 pairs will be sent, twelve pairs free).

Fifty-four dozen nestbowls.

Twenty-four bath pans.

Eighteen drinking fountains.

(Or other supplies or more pigeons, which you may prefer, of equal value, **\$77.10**.)

PLYMOUTH ROCK HOMER HENS

We can supply **Plymouth Rock Female Homers** in any quantity, both **No. 1** hens and **Extra** hens.

Price of **Plymouth Rock No. 1** Homer Hens, **\$1.00** each.

☛ **Plymouth Rock Carneaux**, one pair or more, may be added to any of the above special offers (at **\$2.75** or **\$3.75** per pair, according to grade ordered), with the understanding that we will **prepay** the express charges on them also. For description and price of **Carneaux** see page 26 of this book.

We Have Fast Express Transportation and Low Rates

WE ship promptly, with the customer fully advised as to receipt of money, time of shipment, etc.

The inter-state express companies give us **low rates and quick service**. They charge no more for carrying a shipment of **Homer pigeons** than for ordinary merchandise. Our **Homer pigeons** go everywhere by express at the single or merchandise rate. This is not true of most animal shipments. The usual animal shipment is figured at the double rate, or the one-and-one-half rate.

The express messengers on all the routes leading out of Boston are accustomed to the care of our birds in transit. We send grain with the birds as the distance requires, and the shipments are carefully fed and watered until destination is reached.

The express companies give us a fast time service via the New York, New Haven and Hartford Railroad, Boston and Maine, New York Central and connecting lines. The special American Express trains make better time than ordinary passenger trains' running forty miles an hour through from Boston to Buffalo, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Milwaukee, St. Paul, Minneapolis, etc. They leave Boston at 3, 5.57, 6.30, 7 and 11 p.m. To show you how quickly our pigeons will get to you by this service, we give following the times of arrival of train which leaves Boston at 3 p.m.:

Albany, N. Y., 9.40 p.m., SAME DAY.
Buffalo, N. Y., 7.40 a.m., NEXT DAY.
Chicago, Ill., 8.40 p.m., NEXT DAY.
Cincinnati, O., 6.50 a.m., SECOND DAY.
Dallas, Tex., 5.35 p.m., THIRD DAY.
Denver, Col., 7.15 a.m., THIRD DAY.
Detroit, Mich., 12.50 p.m., NEXT DAY.
Fort Scott, Kansas, 12.15 a.m., THIRD DAY.
Greenville, Miss., 12.15 p.m., THIRD DAY.
Jackson, Tenn., 6.05 p.m., SECOND DAY.
Kansas City, Mo., 2 p.m., SECOND DAY.
Louisville, Ky., 7.30 a.m., SECOND DAY.
New Orleans, La., 8.30 a.m., THIRD DAY.
St. Paul, Minn., 11.30 a.m., SECOND DAY.
Waco, Texas, 11.13 a.m., THIRD DAY.

If you live near one of the above cities, or in the country between two of them, you can figure for yourself within a few hours of the short time necessary for the pigeons to reach you.

Canada shipments by the American or Wells-Fargo companies. We reach Mexico, Cuba and Porto Rico safely, making special provision for the feeding of the birds.

Price of **Plymouth Rock Extra Homer Hens**, **\$1.50** each.
Express charges paid by customer.

PRICES FOR SUPPLIES

If you wish supplies in addition to what are named above, order on the following basis:

Nestbowls **9 cents** each, **\$1.08** a dozen, **\$12.96** a gross.

Net for catching pigeons, **70 cents**. By mail, **82 cents**.

Liquid disinfectant and lice-killer, **\$1.25** a gallon.

Insect sprayer, **50 cents**. By mail, **60 cents**.

One gallon disinfectant and sprayer combined, **\$1.50**.

Drinking fountains, **75 cents**.

Bath pans, **40 cents**.

Cleaning trowel, **50 cents**. By mail, **60 cents**.

Cleaning scraper, **25 cents**. By mail, **33 cents**.

Floor chisel for cleaning, **50 cents**. By mail, **70 cents**.

Three-cornered scraper for cleaning, **40 cents**. By mail, **50 cents**.

Health grit **\$2** per **200** pounds. No order filled for less than **200** pounds.

Oyster shell, pigeon size, **75 cents** per hundred pounds; fifty pounds, **40 cents**. No order filled for less than **50** pounds.

Mixed pigeon grain, **\$2.50** per hundred pounds.

Pigeon peanuts **\$2.60** per hundred pounds.

Canada peas **\$4.00** per hundred pounds.

Hempseed, **6 cents** a pound; **100** pounds, **\$6**.

No order for grain less than **50** pounds in amount will be filled except in the case of hempseed, of which **25** pounds is the smallest order taken. If you send us a check, be sure and add ten cents to the amount to pay for the cost of collecting the check which our bank charges.



PIGEONS SHIPPED BY EXPRESS

This is the wagon of one of the interstate express companies, and is seen standing at the end of one of our houses loaded with shipments of breeding stock on their way to the railroad station.

buy two dozen or three dozen or four dozen or more pairs, the charges will not be two or three or four times what these are, because for a heavy shipment the rate is proportionately smaller:

Alabama \$1.60, Arizona \$4, Arkansas \$1.75, California \$4.50, Colorado \$3.50, Connecticut 50 cents, Delaware 80 cents, District of Columbia 90 cents, Florida \$1.75 to \$2.25, Georgia \$1.50, Idaho \$4, Illinois \$1.25, Indiana \$1.10, Indian Territory \$1.75, Iowa \$1.50, Kansas \$1.75, Kentucky \$1.10, Louisiana \$1.75, Maine 50 cents, Maryland 90 cents, Massachusetts 30 cents to 60 cents, Michigan \$1.00, Minnesota \$1.60, Mississippi \$1.75, Missouri \$1.50, Nebraska \$1.75, New Hampshire 50 cents, New Jersey 80 to 90 cents, New Mexico \$3 to \$4, New York 50 to 90 cents, North Carolina \$1.40, Ohio \$1, Oregon \$4, Pennsylvania, 70 cents to \$1, Rhode Island 40 cents, South Carolina \$1.50, South Dakota \$1.75, Tennessee \$1.50, Texas \$2.10 to \$2.50, Vermont 70 cents, Virginia \$1, Washington \$4 to \$4.50, West Virginia \$1, Wisconsin \$1.50.

Avoid transportation charges by ordering one of our special offers, both freight and express charges prepaid by us.

Plymouth Rock Carneaux

Red Plumage Splashed with White

Price \$2.75 and \$3.75 per Mated Pair



Copyright, 1916, by Plymouth Rock Squab Co.

EXTRA PLYMOUTH ROCK CARNEAUX

WE introduced the Carneaux to America from Belgium beginning in 1907, in large importations, and these beautiful pigeons, larger than Homers, have made a hit unprecedented in squab raising. Their popularity is constantly increasing. The Carneau (pronounced *car-no*; plural Carneaux, pronounced the same) breed is comparatively new to this country. Our Extra Carneaux breed squabs weighing over a pound apiece. Plumage almost invariably copper red (rare specimens yellow) splashed a little with white; long body; broad breast; shape of head and body, and poise of body, different from other varieties; quiet disposition, not so timid as other breeds; meat of squabs uncommonly white; have no homing qualities; they may be allowed to fly, if desired, after a fortnight's confinement; will stay around the place where they are fed, will not try to fly back to place where bred; feed their young steadily and well; breed nine to ten pairs of squabs per year; are housed, fed and handled same as Homers; strong, rugged build. For complete description of this wonderful breed, see our Manual, pages 227 to 237, including many letters from customers in which they tell in their own words their experiences with Plymouth Rock Carneaux as to rate of breeding, size of squabs produced.

The Carneaux as we found them in Belgium were red plumage splashed with white. Such are the true Carneaux. We sell Carneaux only in red plumage splashed with white. The white splashes vary in size and on some birds are quite large, on others small. Now and then an all-red or all-yellow bird will be produced, also yellow splashed with white, but such colors are rare.

No Carneaux come exactly the same size in the breeding. We have two grades of our Carneaux, No. 1 and Extra. Our Extra Carneaux are larger and breed a larger squab and that is why we sell them at a higher price. The photograph on this page shows clearly the remarkable size of our Extra Carneaux. We formerly sold the Extra Carneaux at eight dollars and six dollars a pair but on account of the increased demand, increased supply, and larger volume of traffic, we are now able to offer these fine birds for only \$3.75 per mated pair.

EXTRA \$3.75

EXTRA PLYMOUTH ROCK CARNEAUX \$3.75 per mated pair, banded, cocks on right leg, hens on left leg. Orders filled for one pair or more. One pair \$3.75, two pairs \$7.50, three pairs \$11.25, four pairs \$15.00, five pairs \$18.75, six pairs \$22.50, and so on. Express charges prepaid to any railroad station in the United States and Canada on orders for six pairs or more.

No. ONE \$2.75

NO. 1 PLYMOUTH ROCK CARNEAUX, \$2.75 per mated pair (same price as our Extra Homers), banded cocks on right leg, hens on left leg. Orders filled for one pair or more. One pair \$2.75, two pairs \$5.50, three pairs \$8.25, four pairs \$11.00, five pairs \$13.75, six pairs \$16.50, and so on. Express charges prepaid to any railroad station in the United States and Canada on orders for six pairs or more. (For the special offers on pages 24 and 25 of this booklet, you may have No. 1 Plymouth Rock Carneaux in place of the Extra Homers if you prefer them.)

HOMERS OR CARNEAUX, WHICH?

We are often asked which we recommend, Plymouth Rock Homers or Plymouth Rock Carneaux. We recommend both but on account of the higher selling price of Carneaux, we advise the purchase of more Homers than Carneaux. By the use of the Homers the production of the Carneaux may be doubled, as explained in our Manual. Separate breeds of pigeons should be kept in separate pens; we do not recommend that both Homers and Carneaux be kept in the same pen. We do not sell young Carneaux. We sell only the mature adult mated pairs.

Carneaux may be added at above prices to any of the special offers which we make on our Homers with the understanding that we will prepay the express charges on all.

SEND YOUR MONEY BY EXPRESS OR POST OFFICE MONEY ORDER

WE SELL ALL KINDS OF SUPPLIES

Nestbowls, Drinking Fountains, Cleaning Tools, Pigeon Peanuts, Grit, Shell, Grain, Bands

IMPORTED WOOD PULP NESTBOWL

MADE in one size only (nine inches diameter of bowl). We sell the bowls only (not the bases). Some customers screw the nestbowl directly to the bottom of the nestbox, which

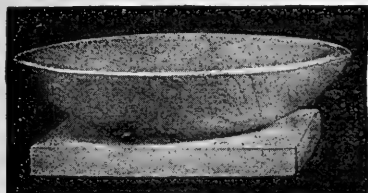


FIGURE 1



FIGURE 2

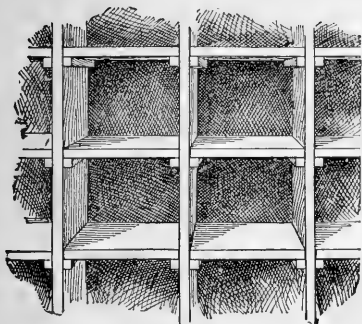


FIGURE 3

is removable, as per illustration, Figure 3. Other customers who have nest-boxes with solid bottoms use a base or block of wood seven inches square and about three-quarters of an inch thick, and screw the nestbowl to this base block, to give stability. The construction of nest-boxes which we illustrate herewith is good because cleaning can be better done. The bottoms of the nest-boxes are removable and rest on cleats, as the picture shows. The cleats are seven-eighths or one inch square, and are nailed to the up-rights.

Figure 1 shows the bowl screwed to a base, the perspective view. Figure 2 shows one-half cut away, making plain how the screw is driven down through the center of the bowl. There is a hole already made in the bottom of every bowl to

make this work easy. In addition to the screw, it is well to drive in two small brads to prevent the bowl from turning when it is being cleaned. We also send a metal washer for each bowl to be placed under the head of the screw.

These wood pulp nestbowls have all the advantages of the wood bowls which we formerly sold and also are indestructible, cannot warp or split, as some of the old-style wood bowls would do when made of improperly seasoned lumber.

The success of these wood pulp bowls was quickly demonstrated, and now we sell nothing else.

PRICE OF WOOD PULP NESTBOWL, 9 CENTS EACH

complete with screw and washer. No charge for packing. No order filled for less than one dozen.

We make this wood pulp nestbowl in one size only as above specified (two sizes are not necessary because the feet of the squabs do not sprawl as in the case of earthenware nappies). You will need one pair of nestbowls for every pair of pigeons (in other

words, one nestbowl for every pigeon). If you order 24 pairs of breeders you will need 48 nestbowls. If you order 96 pairs of breeders you will need 192 nestbowls.

Price of one dozen.....	\$1.08
Price of two dozen.....	2.16
Price of six dozen.....	6.48
Price of twelve dozen (one gross).....	12.96
Price of ten gross.....	129.60

NO ORDER FILLED FOR LESS THAN ONE DOZEN

Beginning January, 1914, these Plymouth Rock wood pulp nestbowls will be IMPORTED by us, very special first-class quality.

IMPORTANT SHIPPING NOTICE

One dozen of these wood pulp nestbowls, in a package ready for shipment, weighs eight pounds. Two dozen weigh sixteen pounds. One gross, ready for shipment, weighs 110 pounds.

Freight (not express) charges are based on a minimum of 100 pounds. That is, if the package weighs only eight pounds you will be charged for transportation by freight as if it weighed 100 pounds. An order for one or two dozen nestbowls should be sent with the birds. We can tie a package to the coop without increasing the express charge more than ten or fifteen cents. Of course if you order various supplies such as bowls, bath pans, drinkers, grit, shells, grain, etc., the whole amounting to from 50 to 100 pounds, the cheapest transportation in such a case would be freight.

FREIGHT ON NESTBOWLS PAID BY US WHEN BIRDS ARE ORDERED

We know our birds will breed more successfully in these wood pulp nestbowls than in earthenware, and, to make it an object for you to buy these nestbowls, you may deduct the freight charges on nestbowls from your order for birds. First order your nestbowls and other goods sent by freight, then when you order your breeders send us your freight receipt and count the amount as cash. Or you may order your birds at the same time you do the nestbowls (and other supplies) and when you get your freight receipt send it to us. If you intend to order only one dozen to four dozen bowls, do not order them ahead of your birds, but **order all together** and we will ship both birds and bowls together.

SQUAB-FE-NOL

Liquid germ destroyer for pigeon houses. In answer to requests from our customers, we have had this made for us to sell for **\$1.25 a gallon** in competition with widely advertised coal-tar disinfectants of the same kind for the same uses, for which \$2 and \$3 a gallon are charged. **SQUAB-FE-NOL** should be used in the sprayer which we sell. A little goes a long way. Mix it with water in the proportion of one teaspoonful to every pint of water. Used in this manner, the gallon can which we sell will last for months. **SQUAB-FE-NOL** is as useful about a poultry house, stable or kitchen, as about the squabhouse. It is a disinfectant, prevents decomposition, destroys organisms and germ life, disinfects and purifies the air. The weight of the four-quart (one gallon) can which we sell for **\$1.25** is ten pounds. We sell **SQUAB-FE-NOL** in only one size of can. No order filled for less than one gallon. The can has a strong, screw-cap cover, and goes safely by express, along with birds, or by freight with other goods. Price, per gallon, **\$1.25**.

INSECT SPRAYER

Pigeons have a long feather louse which is not harmful. The mite which causes the only trouble is small, about the size of a pin-head, called the red mite, because after it has sucked the blood of the pigeon it is colored red. We have gone a whole season without seeing any of these mites in our breeding

houses. If lice of this kind, or any kind, are discovered, the insect sprayer which we illustrate here will be found useful. The barrel is filled with water in which **SQUAB-FE-NOL** has been poured and a fine spray driven against the nestboxes and nestbowls, or even against the birds.

These **INSECT SPRAYERS** are well made of heavy tin. We sell them for fifty cents each. They cannot be mailed, but should be sent by express, or with other goods by freight.

Birds which are lousy may be dusted under the feathers, next the skin, with any good lice powder or with the **TOBACCO DUST** which we sell. The best time



for such treatment is at night, when the birds may be readily caught and handled. It is also a good idea to throw a pinch of **TOBACCO DUST** in the nest, on and around the squabs, about once a week during the summer.

Lice are the terror of chicken raisers, but we never knew a squab raiser, if intelligent, to be troubled very much or very long with lice. Once free of lice, the birds almost invariably keep themselves clean. It is only the loft where cleaning is badly neglected which is troubled with lice.

There is a light-colored grub which sometimes forms in the manure on the bottom of the nestbox, but no trouble comes from it and it does not get on the bird.

One gallon can of **SQUAB-FE-NOL** and the sprayer shipped together in one order, \$1.50.

TOBACCO DUST

Tobacco stems are sometimes used for nesting material to keep away lice. When straw or pine needles are used for nesting material, the same precaution may be taken by dusting the nests once a week with **TOBACCO DUST**. It is as good for poultry as for pigeons. This **TOBACCO DUST** is often found in fancy lice powders retailing for half a dollar a pound or more. Price, eleven cents a pound. Twenty-five pounds, two dollars.

The use of tobacco dust will not injure the manure for tanner's use.

CATCHING NETS

To catch pigeons, a **NET** such as we illustrate here should be used. If the breeder's house and fly have been built as we



advise in the Manual, the wire top of the flying pen and the wire ceiling of the squabhouse are about eight feet from the ground or flooring, which makes the use of a **NET** with short handle like this convenient. If the fly and house are higher, the net may be put on the end of a longer handle by the purchaser. We sell them only with the short handle, as pictured. This **NET** is made for us of the best material, with knots which will

not slip in case of a break, as is the case with cheap nets. Price, if sent by freight or express, with other goods, or separate, seventy cents. If to be sent by mail add twelve cents extra for postage and packing, making the whole price eighty-two cents.

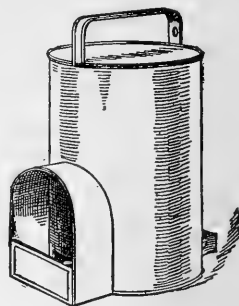
WIRE NETTING

There is fluctuation in the prices of **WIRE NETTING** which are fixed by the wire trust. A roll of 150 running feet 48 inches wide will contain 600 square feet. If your flying pen is 12 feet high, you should order rolls four or six feet wide. If your flying pen is 10 feet high, you should order rolls five feet wide. Unless you expect to be bothered by thieving sparrows, the two-inch mesh will answer, and we recommend it for general use. No. 20 wire is smaller than No. 19. That is the way the sizes run. Netting made of the larger size wire will be stronger and will outwear the smaller size. Decide for yourself which you will have. We advise you to buy your wire netting of your nearest hardware or general supply store.

SEVENTY-FIVE-CENT DRINKING FOUNTAIN

This picture shows our ordinary two-gallon drinking fountain for pigeons. It is made of galvanized iron.

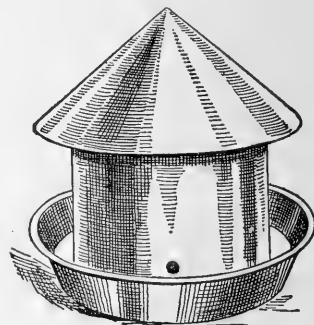
The hole at the bottom through which the water passes is larger than usual, so that time can be saved in filling the drinker. This fountain is thirteen inches high and seven inches in diameter. Capacity, two gallons. Price, crated ready for shipment, seventy-five cents. Weight, crated, six pounds. When birds are ordered at same time, this can be sent along with the birds in a special crate at little or no extra expense, as the express charge will be based on the total weight of both birds and fountain; a charge will not be made for each separately.



The water in this fountain is always clean, cannot be fouled by the birds. Cannot be burst by freezing. We sell this in one size only.

EIGHTY-CENT TAKE-APART FOUNTAIN

This drinking fountain is of two gallons' capacity, and is made of heavy galvanized iron. It is in two parts, top and saucer, which may be separated when cleaning. (The other fountains cannot be taken apart for cleaning.) The cone top projects over the saucer so that droppings from the pigeons cannot fall into the water. To fill fountain, hold cone top in left hand, bottom up, and pour in water to level of small hole. Place on saucer bottom up with right hand, then reverse the whole fountain and set on floor. The water drops



down as used, same as in our other fountain. Fountain cannot be burst by freezing. Price of **TAKE-APART FOUNTAIN**, one size only, two gallons' capacity, eighty cents.

For description and prices of the popular color bands see page 34 of this catalogue.

BATH PAN

The sixteen-inch **BATH PAN** which we recommend and sell is better than a larger size, no matter what the capacity of your plant. It is more easily emptied of water, there is less strain on the arms, and it is kept clean more easily.

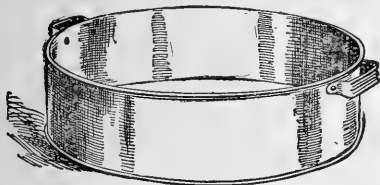
There should be one **BATH PAN** for every twelve pairs of birds. If you have about 48 pairs of birds in each unit, you should have four **BATH PANS** in that unit, outside in the flying pen. You can get along very well with one drinking fountain to a unit with that number of birds, or a less number of birds, but if you do not have **BATH PANS** enough the bathing water will get dirtier than it should and the birds should not be given an opportunity to drink this dirty water.

STAMPS FROM FOREIGN COUNTRIES WILL NOT BE ACCEPTED

In the winter, when the birds are shut up in the squabhouse frequently for days at a time, it is not necessary to bathe them every day. Bathe them say once a week, taking the **BATH PANS** into the squabhouse and letting the pans stand before them for about an hour. If you let the water stand in the **BATH PANS** in the squabhouse in the winter time all day, they will splash too much out onto the floor, and the house will get damp.

If your plant is a small one, the best way for you to manage is this: At evening (sunset, sometimes before) your birds will all leave the flying pen for their nests and perches inside. Then fill the **BATH PANS** with water. When the following day dawns, and before you are up, the pigeons will fly out and take a bath. When you get up, go to your pigeons and empty the **BATH PANS** turning them bottomsides up and leaving them that way all day.

The price of these sixteen-inch **BATH PANS** is forty cents, crated ready for shipment.



CLEANING TOOLS

A few suitable tools are a great aid in keeping a squabhouse clean. The handiest tools are (1) a square-pointed trowel to clean out the nestbowls and nestboxes; (2) a straight-bladed hand scraper to use on nestbowls and nestboxes when the manure is hard-caked; (3) a floor-chisel with a long handle to start the manure on the floor; (4) a short-handled scraper, commonly known as a tree scraper, with triangular-shaped blade set at right angles to the handle.

With these four tools, the work of cleaning every part of a squabhouse can be performed easily and rapidly.

We sell these goods as follows:

TROWEL

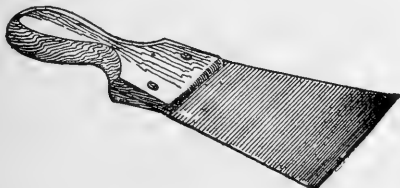
Blade eight inches long, three inches wide, best heavy steel,



price fifty cents. If sent by mail, add ten cents for postage.

STRAIGHT-BLADE HAND SCRAPER

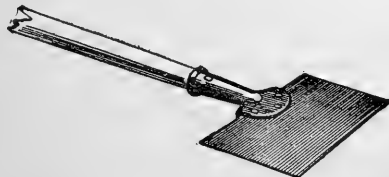
Steel blade is three and one-half inches wide at end, tapering to two and one-half inches, and is five inches long. Total



length of blade and wood handle, nine inches. Price, twenty-five cents. If sent by mail, add eight cents for postage.

FLOOR CHISEL

Made of best steel, blade six inches long and four inches wide. Price without wood handle fifty cents. If sent by mail, add twenty cents for postage. (We do not furnish the wood



handle for this floor scraper. When you get it, you should insert in it a handle about four feet long—an old broom or hoe handle.)

THREE-CORNERED SCRAPER

Made of best steel. The blade is four inches long on each of the three sides. There is a bolt and washer for fastening the blade to the wood handle. The wood handle is eighteen inches long. Price complete with handle, forty cents. If sent by mail, add ten cents for postage.

When the above, or any of our lighter goods, are ordered at the same time birds are ordered, they can be wrapped into a strong package which may be tied to one of the baskets of



birds. This will add little to the weight of the basket and the additional express charges will amount to little or nothing. Generally speaking, the charge made by the express companies for carrying a package weighing, for example, forty pounds, is not more than ten or fifteen cents in excess of the charge made for a thirty-pound package.

The four tools listed above, consisting of **TROWEL**, **HAND-SCRAPER**, **FLOOR-CHISEL** and **THREE-CORNERED SCRAPER**, sent together for \$1.40. If to be sent by mail send twenty cents additional for postage.

SQUAB-KILLING PINCERS

On page 115 of our Manual, we picture and tell how to make out of wood a squab-killing machine, to kill squabs rapidly. Such a machine is nailed to a box or bench for use. Many of our customers prefer to kill their squabs with these pincers. The squab is held in the left hand and its neck pinched with the nippers held in the right hand. The neck is instantly broken. Squabs may be killed very rapidly with this useful tool, much faster than the necks may be tweaked or wrung. Price, thirty cents. Will be sent by mail, postage paid, for thirty-four cents.



SQUAB-KILLING KNIFE

This knife should be used in killing squabs for dealers which demand them bled. To use it, hang the squab alive downward by noosed cord slipped over feet, open mouth of squab



with left hand, insert knife with right, and cut deep inside. The whole knife is of razor steel. The long part (see picture) is the handle. The short, curved part is the blade and takes a razor edge. The knife is five and one-half inches long. Price, postage paid, forty-five cents.

BLAKSLEE PIGEON HOLDER

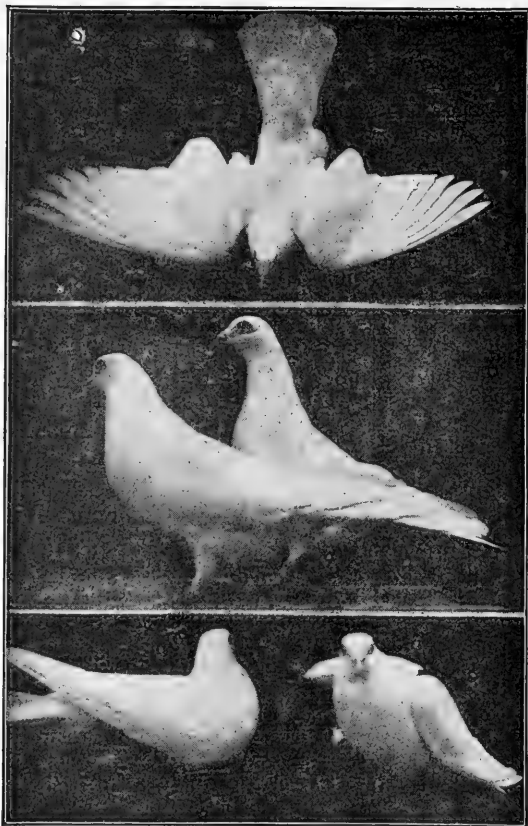
For Homers, Carneaux, etc. The bird is helpless and is in the best position for applying bands, both hands of operator free. This holder is also useful for weighing live pigeons or live squabs. This valuable device will save trouble and bother in the handling of pigeons. Price fifty cents. (If to be sent by mail, add sixteen cents extra for mailing expense, sending sixty-six cents money order altogether.)



HEALTH GRIT

It has been our experience in dealing not only with many thousands of beginners in the squab business, but also with a great many breeders of considerable experience, that comparatively few have a proper appreciation of the value of grit. Pigeons have no teeth and must have grit to take the place of teeth, otherwise they cannot prepare their food properly, and will not do well. We have had customers take the most extraordinary care with regard to the grain, but supply absolutely no grit, and then they complained because their birds

SEND YOUR MONEY BY EXPRESS OR POST OFFICE MONEY ORDER



BEAUTIFUL WHITE HOMERS, \$2.75 A PAIR

We sell our White Homers in one grade only for \$2.75 a pair, in any quantity. We will prepay express charges on all orders of these birds for fifteen pairs and upwards. These birds are all white plumage. They are the largest of their kind out not so large as our Extra colored Homers, and do not breed so large a squab. They are bought largely on account of their handsome plumage. A pen of them makes a pretty sight. We will fill orders for one pair or more. No better White Homers are sold at any price.

were not breeding properly, and that the squabs were not plump.

Grit is not oyster shell, nor is oyster shell grit. You must have both. The grit is needed, as stated, to grind the grain, while the oyster shell is needed to supply the constituents out of which the female pigeon forms the egg.

The yard of the flying pen must be gravelled, not grassed, and out of this gravel the birds get considerable grit. If you watch them, you will see them pecking at this gravel in the flying pen constantly. Beach sand, or sand of any kind, may be used in the flying pen instead of gravel. The flying pen yard should be renewed with fresh sand or gravel every six weeks, for although it may look the same to you, you must remember that it does not look the same to the birds, for they have been going over it constantly picking out the particles which they liked. In the winter time when the flying pen may be covered with snow, it is well to keep a protected box filled with gravel or sand in the squab-house. By a protected box, we mean a box which the birds cannot foul, but which allows the grit to fall down as fast as eaten.

HEALTH GRIT, GRAIN, SHELLS, ETC.

In a protected box in the squabhouse there should also be fed the **HEALTH GRIT** which we sell for \$2 per 200 pounds. We have used all kinds of grits, and the grit we are now using and selling to the exclusion of everything else is the only grit which pigeons will eat greedily (thus showing that it is good for them). It contains salt, and no salt need be provided in lump form if this grit is supplied. The grits commonly manufactured and sold for poultry, made out of granite, etc., are useless for pigeons, and

it is a waste of money to buy them, for common gravel or sand would be fully as good, and cost nothing.

A great deal of oyster shell on the market is unfit for pigeons, not being ground fine enough. It is quite difficult in some sections of the West and South to get oyster shell, which has to be transported from the seaboard. The oyster shell which we supply our trade is put up in one-hundred-pound bags. **Price seventy-five cents per 100 pounds.** No order filled for less than fifty pounds; **price of fifty pounds, forty cents.** It is ground fine and is just right for pigeons. It should be fed to the bird from a protected box in the squabhouse. Sample for **two-cent stamp.**

Prices for grain rise and fall and we cannot guarantee that the following figures will hold. Send us your remittance on the following basis (**adding 25 cents to your order for cartage; no charge for bags**) and if there is anything due you or us, we will give you an accounting by return mail, or fill your order according to current prices.

Mixed pigeon grain, \$2.50 per 100 lbs. This mixture contains all the necessary grains (no grit or shell) and we recommend its purchase for small flocks. For large flocks the breeder should buy the separate grains and do his own mixing as instructed in our Manual.

Best quality red wheat, \$2.50 per 100 lbs.

Cracked corn, sifted, \$1.75 per 100 lbs.

Kaffir corn, \$2.25 per 100 lbs.

Pigeon peanuts, \$2.60 per 100 lbs.

Canada peas, \$4.00 per 100 lbs.

Health grit, \$2 per 200 lbs.

Pigeon oyster shell, 75 cents per 100 lbs.: 40 cents for 50 lbs.

Hempseed. We make a specialty of hempseed, importing it from Russia, where the finest quality is grown. Every pigeon breeder needs some hempseed, as there is nothing to take its place, and the birds are extremely fond of it. **Price, 25 lbs., \$1.50; 50 lbs., \$3.00; 100 lbs., \$6.00.**

No charge for bags. If you direct us to ship by freight, you should

SEND TWENTY-FIVE CENTS EXTRA FOR CARTAGE

of the order to the freight station. If other goods are ordered to be sent by freight along with grain or grit, the twenty-five cents additional which you send will pay for the cartage of the whole order.

No order for one grain less than fifty pounds in amount will be filled, except in the case of hempseed, of which twenty-five pounds is the smallest order taken.

Checks will not be taken in payment for grain or grit unless ten cents is added to the amount of the check for cost of collection.

If you live at a railroad station where there is no freight agent, and for which goods must be prepaid, money to prepay the shipment must be sent with the order, otherwise the transportation agencies here at Boston will not take the goods.

It costs no more for freight on a shipment in several packages weighing 100 pounds altogether than for less weight.

Make up an assorted order to weigh altogether 500 pounds or more and you get a better freight rate, with no additional charge for cartage.

WHAT A WOMAN DID IN A SMALL BACK YARD

BY MRS. M. L. BRUNT

A year ago I became interested in the pigeon and squab business so I subscribed for a magazine and bought Rice's manual, which I have found to be of great value to me. I started with eighty pairs of Homers and purchased in addition twenty-eight pairs extra Plymouth Rock Homers in June and they are at work and raising nice, large, fat squabs. I have fifty pairs in a pen, all double-number-banded and keep them this way all the time, as I find that one odd bird will cause lots of trouble in a pen.

I use the self-feeders and have to fill them only once a week. I make my own mixture of grain of three parts of yellow corn, one part wheat, one part kaffir corn, one part red millet, one part buckwheat. I feed Canada peas and hemp every other day. It takes peas and hemp to make nice fat squabs.

I have been shipping my squabs to the New York market, which I find is very good. This winter I expect to sell all my squabs in North Carolina, as the hotels cannot serve quail and make a charge for them, so they will be forced to use squabs for quail.

I am now crowded in a back yard and will soon be forced to move to the country or suburb for more room to spread out. I am in the pigeon business to stay as I know there is good money to be made in squabs, if given the proper attention. I find you can make \$1.50 each on each pair of birds in a year as I have kept an accurate account of my grain and squabs for the past year. I will not be satisfied until I have five thousand mated pairs of Homers, as they are my fancy. I do all my cleaning, mating, picking and packing. I sell all the manure to the florists here, as they pay a fancy price for it.

PLYMOUTH ROCK PEANUTS AND HEALTH GRIT—BIG SELLERS

Read what Edward E. Evans, the noted Canada pea specialist of Michigan, says about peanuts for pigeons: "Until squab and pigeon breeders learn what constitutes food value, until they learn why the American farmer pays \$25 a ton for one kind of feed and \$45 a ton for another kind, there is no use to talk or write about peas. When your squab people learn that on the basis of absolute food value a bushel of peas is worth two and one-half bushels of wheat, they will begin to know something about squab production on a paying basis. PEANUTS ARE OF SUCH GREAT VALUE TO SQUAB RAISERS BECAUSE THEY CONTAIN MORE THAN FORTY PER CENT ACTUAL PROTEIN AND ARE THE RICHEST IN THAT SUBSTANCE OF ANY MATERIAL PRODUCED ON AMERICAN FARMS."

Plymouth Rock Pigeon Peanuts

Have all the advantages of Canada peas, contain more protein, are more valuable to squab raisers; are sold at one-half the price of Canada peas.

PRICE ONLY \$1.30 PER BUSHEL. FIFTY LBS. TO A BUSHEL. ONLY \$2.60 PER 100 LBS.

No order filled for less than one hundred pounds. This price is free on board this end. No charge for bags or cartage. Freight charges low, being approximately only ten cents to twenty cents a bushel to points in the Eastern States and Mississippi Valley. Order from three hundred to five hundred pounds at a time to get the low freight rate.

The value of peanuts as a food for pigeons was discovered in 1912. It was made known to the squab world by a Virginia squab breeder. In 1913 they were tested thoroughly by squab breeders in every section with universally good results. During the past ten years the enormous demand for Canada peas from breeders of the Plymouth Rock Homers and Carneaux in every part of the United States and Canada has absorbed each year's crop and caused the price to rise from \$1 to \$2 and even \$3.00 a bushel.

Pigeon peanuts contain more protein than Canada peas. Red wheat, in food value, at present prices, is three times as expensive as Canada peas at \$2 a bushel. It is economy to feed pigeon peanuts even if they cost \$2 a bushel. Protein is absolutely necessary for a good egg and squab production.

HOW TO FEED PEANUTS: So valuable are peanuts that a flock of pigeons will do well as follows: Mix whole or cracked corn, wheat and peanuts in equal proportions. Some kaffir corn and buckwheat may be added if obtainable cheap, or may be fed with hempseed as dainties, but for the bulk of your feeding you can rely on corn, wheat and peanuts mixed equally. Peanuts will keep as well as wheat or Canada peas. They will not heat or mold like corn. The peanuts as we sell them are *SHELLED*. You get no husks—nothing but the meat.

"I feed whole corn, wheat, kaffir, peanuts, a little hemp and occasionally a few peas. I find peanuts are better and very much cheaper than Canada peas."—*Charles B. Neff*. "My squabs are good size and fat. When using peanuts one need not feed hemp or sunflower seeds as there is enough oil as well as protein in peanuts."—*Fred M. Bugg*. "Peanuts are certainly the stuff for fattening squabs. I see a great difference in my squabs when I discontinue using peanuts for a while."—*Leigh & Fuller*. "I have tried peanuts thoroughly and find them excellent."—*J. F. Bassier*. "At first the pigeons did not know what the peanuts were and would not touch them. They soon learned, and ate them greedily. I think they are a great feed."—*L. A. Spatz*. "I am more than surprised how the pigeons love them. They eat peanuts before any other grain."—*Edward Ackerman*. "I have been using peanuts for some time and find them a wonderful feed. Every breeder should test peanuts."—*Oscar Moll*.

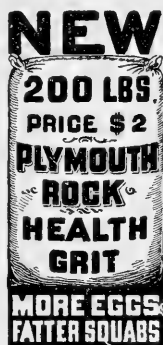
Both large and small plants are feeding peanuts with great success. The use of peanuts means more eggs, more squabs, fatter squabs. Don't buy Canada peas at present high prices when you can get pigeon peanuts of us so cheaply. Prompt shipments. No order filled for less than two bushels (one hundred pounds). No charge for bags or cartage. Give these a trial and you will be a steady customer. Send your order directly to us. Look out for imitations, such as refuse from candy factories, etc., or blends. No checks taken in payment for peanuts unless ten cents is added for collection charges.

PLYMOUTH ROCK SQUAB COMPANY, 196 Howard Street, Melrose, Massachusetts

PLYMOUTH ROCK HEALTH GRIT

ONLY TWO DOLLARS FOR TWO HUNDRED (200) POUNDS. (Old price was \$2 per 100.)

Your pigeons need grit as well as oyster shell. You must have both for a good production of eggs and squabs. A flock of pigeons under any conditions and in any part of the country will do better when our Plymouth Rock Health Grit is fed. The squabs will be ready for market a few days earlier, they will be plumper, and both they and the old birds will be in rugged health, and will keep so. We keep this grit before our own pigeons constantly, and consume and sell more tons of it every year than of any grit in the market. It is used by practically every large squab breeder of our acquaintance. We recommend it in the highest terms, knowing in our own experience that it pays for itself many times over. Feed this grit liberally and your grain bill will be smaller. This grit at one cent a pound is certainly cheaper than grain at two to three cents a pound. The pigeons eat it freely and the grain is better assimilated. Result, more eggs, fatter squabs and a healthy flock. Be sure you put in a stock of Plymouth Rock Health Grit when you order your grain and keep it always on hand. Feed it fresh every day like grain.



PRICE ONLY \$2 for 200 POUNDS

No order filled for less than two hundred pounds. It goes at a low freight rate, lower than grain. We sold this grit for a period of ten years at \$2 per hundred but by machine mixing on a large scale we are able now to cut the price in halves. Only \$10 for half a ton and \$20 for a ton. It is as good for hens as for pigeons. We have

hundreds of letters like these from squab breeders:

THIS GRIT MAKES GOOD HATCHES

"I had several pairs of pigeons whose squabs died in the shell, after picking a small opening the size of my little finger. I failed to understand the cause. I read of Plymouth Rock Health Grit and sent for a trial order. After feeding this for several months I find the squabs hatching fine. Hereafter nothing but Plymouth Rock Health Grit for me."—*Herman L. Schindler, Monroe, Wisconsin*.

PIGEONS FIGHT FOR PLYMOUTH ROCK HEALTH GRIT

"Enclosed find two dollars, for which please send me your Plymouth Rock Health Grit. We used one bag of it and have been trying to use other grits since the bag was exhausted, but the birds will not eat them and the squabs have fallen off in weight to a great extent. As the birds would pile upon each other and fight for your Grit when the supply ran out and we refilled the feeders, I have come to the conclusion that it is the only grit to be used."—*Frank Harris, 2118 York Street, Des Moines, Iowa*.

CAUTION: Do not feed to pigeons the cheap grits selling as low as fifty cents a hundred and which are made generally simply of crushed granite or other rock. Such grits have no value for pigeons and the birds are indifferent to them. Plymouth Rock Health Grit is obtainable only of us; we have no agents.

Aluminum and Colored Bands for Marking Pigeons

WE sell both aluminum bands and colored bands. There are two kinds of aluminum bands, **seamless and open**.

The seamless are used mostly by the breeders of flying Homers and fancy pigeons because when once put on to young ones, the birds' legs grow so that it becomes impossible to remove the bands. The band (as it is dated with the year of hatch) is proof of the age of the bird, so if the breeder is called upon by exhibition rules to show a pigeon one year old, or two years old, or to sell such a bird, he can do so. A seamless band can be removed from the leg of a pigeon only by cutting. It cannot be used to mark the sex, because it must be applied to the leg of the squab when the squab is from four to six days old. To place a seamless band on the leg of a squab of this age, proceed with the utmost care as illustrated in **Figure One**. If you are rough, hasty or careless you will ruin the delicate toes and leg of the squab. You positively cannot do this either on an old pigeon, or squab older than one week. If you try, you will injure or kill. **We do not sell the seamless bands, but we sell the tubing and tools with which they are easily and cheaply made, as follows:**



FIGURE 1

ing and tools with which they are easily and cheaply made, as follows:

ALUMINUM TUBING

This tubing is the right size for Homers and the smaller breeds of fancy pigeons. We sell it in only one size, as the larger sizes are not called for in seamless band work. **Price per foot, postage paid, nineteen cents.** No order filled for less than one foot.

STEEL ROD

This is the exact diameter of the inside of the tubing and is placed within when the band is being stamped to prevent the band from collapsing under the hammer. **Price, postage paid, five cents.**

STEEL FIGURES

These are used to number the band. They have all the figures from 1 to 9 inclusive, and 0, so that any number may be stamped. (For figure 6, use the 9 upside down, or vice versa. These sets do not have both a 6 and a 9. The one die serves for both.) **Price of steel figures (in a round wood box) postage paid, one dollar.**

HACKSAW

To saw the band off the tubing use a hacksaw. **Price, postage paid, twenty-seven cents.**

HOW TO USE THE TOOLS

The process of making a seamless band will be understood by study of the following pictures:



FIGURE 2

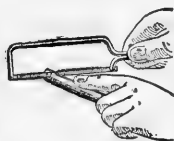


FIGURE 3

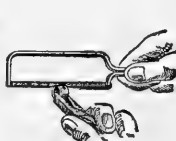


FIGURE 4

To finish a band made out of tubing, use a small file to remove the rough burrs and smooth the edges.

An open band may be made from a seamless band. Many who buy the tubing do not know how to do this. Simply hold the seamless band in a pair of pincers (see **Figure Four**) and with the hacksaw cut across and through the band, close to the stamped figure. The result is a band which can be opened with the fingers and put around the leg either of a squab or old pigeon, being closed flush with the fingers as soon as you have it around the leg of the bird. Make the saw-cut close to the stamped figures so as not to weaken the band.

For description and prices of the popular color bands see page 34 of this catalogue.

BAND OUTFIT

By the use of a band outfit, it is possible to make your own seamless bands at the cost of three or four for a cent, whereas if purchased ready made they will cost you two cents apiece. We have sold thousands of band outfits consisting of the set



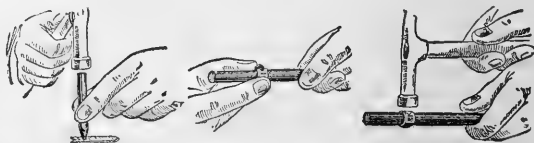
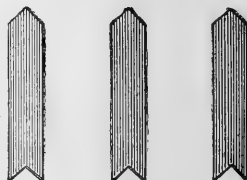
OUTFIT FOR MAKING BANDS CHEAPLY

Showing aluminum tubing, steel rod, set of steel figures and hacksaw.

of steel figures, steel rod, hacksaw, two feet of aluminum tubing. The two feet of tubing will make ninety-six bands. The outfit will last a lifetime and will pay for itself in first lot of bands. **Price \$1.50 if shipped by express or freight with other goods. Price, postage paid, \$1.70.**

BAND FLATS OR BLANKS

We have a large sale of the flat pieces of aluminum, already cut V shape, from which open bands are made. When you get them you may number them and letter them to suit yourself and then form them around the wood rod which we send. We sell these blanks put up in packages of thirty, with wood rod, for ten cents, postage paid. Price for sixty, postage paid, twenty cents. Price for 120, postage paid, forty cents, and so on, three for a cent, wood rod with every package. This is the cheapest way to buy aluminum bands, provided you are willing to do a little work yourself forming them. The resulting band is neat and strong. These pictures show how to form the bands from the blanks:



HOW TO MAKE A V-SHAPED ALUMINUM BAND

FIRST, stamp the desired number (using steel die and hammer) on the end of the blank. Do not stamp in the centre of the blank for if you do you will weaken the metal so that it may crack there when you bend it. The band should be on a flatiron or stove lid when stamped.

SECOND, take the wood rod in one hand and with the fingers of the other hand pinch the blank into a circle around the rod.

THIRD, pound the V-shaped edges into close contact lightly with a tack hammer.

FOURTH, open band with fingers and place around leg of pigeon and close band.

The steel figure dies are the same as used in making the seamless dies from tubing. **Price per set, in wood box, postage paid, one dollar.**

These band blanks, also the V-shaped open bands (see top of next page) which we sell are the correct size both for Homers and Carneaux. In ordering band blanks or bands, send United States two-cent stamps for amounts under one dollar.

FOR AMOUNTS UNDER ONE DOLLAR SEND U. S. TWO-CENT STAMPS

V-SHAPED OPEN BANDS

These are the most popular of all aluminum bands. They are made out of flat aluminum ribbon and after being numbered, or initialed, or both, are formed into a circle around a wood rod with the fingers and a hammer. They are heavy enough so that they will stay all right on the legs of the birds. They can be applied either to squabs or old pigeons. The edges are rounded so as not to chafe the legs. We can furnish



these either unnumbered or numbered. Price, unnumbered, postage paid, half a cent each, two for a

cent, fifty cents a hundred. No order filled for less than one dozen. Price, numbered, postage paid, one cent each, one dollar a hundred. No order filled for less than one dozen. These are first-class bands, made by hand.

We do not sell lettered bands. If you wish to letter your bands with one initial, or with your three initials, we will supply the steel letters for twenty-three cents each, postage paid, so that you may letter either the bands you buy of us,

or those you make. When ordering, specify plainly the letter or letters wished.

Squabs are generally banded with these V-shaped aluminum bands when they are from three weeks to four weeks old. A guess is made at the sex, the band being put on either right or left leg. When the youngster is four to five months old, it will disclose its sex by its actions. If the bird is a cock, and the band happens to be on the right leg, leave the band where it is. If a hen, and band is on right leg, catch the bird and transfer band to left leg. Always band cocks on right legs and hens on left legs. You know each bird by the number on its band. Place this number at the top of a three-by-five card, or at the top of a page in an account book, and keep a record of what the bird does.

See next page for description and prices of COLORED BANDS.

Demand for Quality Has Drawn Plymouth Rock Pigeons Into Every Section of This Continent

ANYBODY with gumption can make a success breeding squabs provided he starts with pigeons bought of us, and sells under our trademark where and how we instruct in special letters when he is ready with the squabs. We have sold stock in every State and Territory of the United States, in every province of Canada (including the cold sections), in Alaska, Brazil, Cuba, Porto Rico, the Bahamas, the Hawaiian Islands and several European countries. We have refused several orders from New Zealand and Australia, because we guarantee safe delivery, and do not care to run the risk of too long a railroad journey and sea voyage. Wherever we undertake to ship, we pledge ourselves to get the birds there safely. This expertness in shipping did not come to us without a struggle. Before we showed how, shipments of pigeons in quantities across the continent were unknown. We ship in expensive baskets (which are returned to us empty) and each basket is skilfully rigged for its purpose. The instructions to express messengers as to feed and water are printed on a board attached to the basket. (See Manual.) There is hardly an express messenger in the United States who has not handled our shipments in his car at some time. The Boston agents of the interstate express companies have taken a great deal of interest in our pigeon business and for first-class testimonials as to the magnitude of our trade, our responsibility and integrity

we refer to the head men of these organizations, also to any American mercantile agency, bank or first-class publishing house.

Just a word further about our responsibility. Not a share of our \$100,000 stock is for sale. We are making the business pay, and you do the same, when you buy our birds and follow our instructions. We have ample capital and do a cash business exclusively,—and have no debts whatever. Everything we buy is paid for the same day we get the goods, all bills being discounted, and this practice we have followed ever since we have been in business (with the exception of the first eight months).

Our pigeons thrive in any section, a fact which is not surprising, for common pigeons are seen in a wild state all over the earth. In places where there are cold winters, like Canada, the pigeons seem to do as well as in New England. Our Florida customers send us reports similar to those we get from California. In Texas, our customers erect a light, open, thoroughly ventilated structure, because a tight house, such as is used in northern latitudes, would be unhealthful. In places like the northwestern part of the United States, where there is a wet and a dry season, the pigeons readily adapt themselves to the climate conditions, same as all feathered creatures in those localities.

In Consideration of Your Buying Birds of Us, We Give You the Right to Use Our Trade Mark Plymouth Rock When Marketing Your Killed Squabs

BY a line of advertising which started in 1900 and has increased in volume every year since, we have made the Plymouth Rock brand of squabs known in all sections and our trade-mark of two squabs in the nest is familiar everywhere. By this advertising we have made it easy—and are making it easier every year—for our customers to sell their squabs. When pigeons are bought of us we also give, at no extra charge, the right to sell the squabs as Plymouth Rock squabs, and this right belongs legally to those who buy their breeding stock of us. Be sure you start with this great advantage.

Our advertising in the magazines leads people to eat squabs who have not the time or the place or inclination to raise them

and it is this advertising, nothing else, which is boosting the prices of squabs year after year.

Be sure you take advantage of this Plymouth Rock market by buying your breeding stock of us.

Our ordinary small advertisement in a first-class publication costs us, one insertion, from \$25 to \$50. Multiply this by the large number of publications in which we are constantly advertising and you can form some idea of the tremendous force of publicity which is at work day and night to sell the Plymouth Rock squabs. If you are looking for business and want to take advantage of such advertising, get aboard. You will find it easier to push well-advertised goods. It is important for you to get your squabs into the markets right.



Double-Number Color Leg Bands Are the Most for Your Money, Outsell All Others and Are in Universal Use Wherever Pigeons Are Bred

THE most popular band for pigeons and squabs is the **double-number** color leg band. (See illustration above.) These bands are in **universal** use everywhere pigeons are kept and are preferred to all others because of their great practical value and long-wearing qualities. Inbreeding is positively prevented by their use and the operator **controls his pigeons** in a sure and accurate manner possible with no other system. The idea of two numbers on a legband in duplicate, so that no matter how the bird stands, the eye of the observer will see one of the numbers, was the invention of Elmer C. Rice. The double-number band is made in twelve colors as follows: Black figures on white, red, cherry, pink, brick, blue, light blue, green, light green, yellow, light yellow and gray backgrounds.

They tell the full story to the breeder, showing the number itself.

Big, bold figures. The numbers run **from one to sixty**, because more than sixty pairs of breeding pigeons are not kept in one pen.

PRICES (Postage Paid)

6 pairs, any numbers or colors.....	\$0.25
12 pairs, any numbers or colors.....	.50
25 pairs, any numbers or colors.....	1.00
50 pairs, any numbers or colors.....	1.50
100 pairs, any numbers or colors.....	3.00
500 pairs, any numbers or colors.....	13.50
1000 pairs, any numbers or colors.....	25.00

Sample for two-cent stamp. Be sure when ordering to specify that you wish the **double-number** band, and tell us what numbers and colors you wish. Note that the numbers run to **sixty only**. The bands are mailed **flat**. Roll them around a pencil or wood rod before applying.



No Fancy Talk About Squabs in Our Books—We Give You the Plain, Clear Reasons Why, of Long, Hard Experience, and Back Them Up With Evidence That Convinces

SINCE writing the Manual, the National Standard Squab Book, and circulating it, I receive many letters from all parts of the country. My work in the squab industry has developed it to some extent but the possibilities are not even dreamed. There is no limit to the demands for squabs among ninety millions of people, a constantly increasing population and a constant decrease in the supply of game. The problem is to tell the people about squabs effectively. The rest follows. As food they are more than welcome.

It costs now (1916) from 75 cents to **\$1.50** a year to feed a pair of breeding pigeons which produce from seven pairs to nine pairs of squabs a year, depending on the location of the squab breeder. Different men say things in different ways, or not always in the same language, but there is no man raising squabs successfully today who departs in any essential particular from my book. It is amusing to note at times in the current periodicals little disputes over minor points. For example, a squab breeder in an Eastern State will explain in detail that it costs him from \$1 to \$1.25 a year to feed a pair of breeders. Then a man in the West will come forward with a showing of how it cost him only fifty cents a year a pair to feed his birds. And they will have it back and forth, with others joining in. All the while, it seems to be forgotten that the Eastern-State man is on a small railroad branch hundreds of miles out of the way of traffic, and not selling the manure, while the Westerner is right in the wheat and corn fields where he may be raising his own grain, and grain costs one-third less than the other man pays, and frequently one-half. Some breeders may be buying grain in carload lots with intelligence, others are going out with a hand basket and buying it in paper bags. There is a wide range for intelligence and skill in buying pigeon feed, some breeders producing squabs at half the cost of others in the same county.

I have noted that business concerns which tell the simple truth and back it up get the trade which is desirable and which lasts and is profitable. That has been our experience. I have tried to tell the truth about squabs. For instance, in an edition of this free booklet which went out for four years, I stated the important matter of production of a pair of breeding birds to be five pairs of squabs per year. A test to which the United States Government has called attention resulted in seven and one-half pairs of squabs per pair of breeders annually. There are some breeders who claim to get eight or ten pairs of squabs yearly from each pair of breeders and we have done this also. To be conservative and fair I put the statement in the Manual seven to nine pairs of squabs annually from each pair of breeders. Not only in this but in every particular it is my object to understate rather than exaggerate. This has worked out during the past ten years well, for customers write in constantly that they find the practice to be even better than the statement of facts in my books. I am painting no fancy pictures about squabs.

It has been my experience, in handling over one hundred thousand customers, that people who fail with squabs or poultry fail because they are lacking in business ability and do not know how to sell their product. Such take any price offered, knowing neither the cost of production nor what they must sell for to keep in business. They would fail at any task requiring salesmanship.

ELMER C. RICE

Treasurer Plymouth Rock Squab Co.

196 Howard Street, Melrose Highlands, Mass.

FREE ADVICE IF YOU SEND A STAMPED ENVELOPE

Please Write on One Side of Your Sheet of Paper and Number the Questions Which You Ask and Enclose a Stamped Envelope

WE receive from three hundred to six hundred letters daily (some days more) all the year round on topics connected with our business. The work of handling this correspondence is done in a systematic manner. For anybody who needs advice on squab matters, special letters are dictated, mostly by Mr. Rice. Ask us your questions and we will answer them fully, correctly and promptly. Correspondents will favor themselves as well as us by observing the following:

Write on one side only of your sheet of paper. Use a large sheet about eight by eleven inches, the usual business size. If you use more than one sheet, number your sheets plainly. Please do not send us any closely-written, criss-crossed sheets (the way a girl usually writes a love-letter).

Please be brief. If you ask a series of questions, number them and keep a copy so that we can reply by number without repeating.

We can read all kinds of handwriting, but the full name of the writer should be signed plainly at the end of the letter, together with the mail address in detail and the name of the State spelled out in full. Most writers in signing Md. (for Maryland) make it look like Ind. (for Indiana). The same confusion results in a dozen other States, such as Cal. or Col., Miss. or Mass., N. Y. or N. J., etc. Blind letters and those with defective addresses are not answered the same day we get them, but are turned over to a clerk to be deciphered, it sometimes being necessary to write to the postmaster whose postmark appears on the envelope, but in the cases of cities and large towns that method cannot be employed, and no further attention can be given to the letter.

Always enclose a stamped and addressed envelope.

We are always glad to hear squab news from all parts of the country. Tell us something new and interesting about squabs and the squab markets, volume and prices, etc., where you live. Send us some real news which you yourself have learned.



Get Higher Prices for Squabs—Join the National Squab Breeders' Association

THIS association was formed in 1909 and before the close of the year obtained eight thousand members, constituting the largest pigeon organization in the world. It costs nothing to join and there are no initiation fees or annual dues. If you are breeding squabs or pigeons for market or for recreation, send in your name and get a button and wear it. To secure a button, send



Send for this
1916 membership
button.

ten cents (either a dime or United States two-cent stamps) to the National Squab Breeders' Association, 220 Purchase Street, Boston, Mass., saying that you are a member of the association and want a button. If you are not yet a member, say that you wish to join. Your name then will be enrolled and a button mailed you. The button is not cheap celluloid or enamel, but is made of solid copper alloy, bronze, with a dark finish like the familiar G. A. R. button. (It is not a brass button.) The buttons of the Spanish

War Veterans and other organizations are of the same type and are delivered on deposit of at least twenty-five cents and generally one dollar. Our button is as good as it is possible for a bronze button to be made. Wear the button and talk up the association among your fellow pigeon men and others interested in squabs. Get them to join. The objects are: To profit financially by refusing to sell squabs at less than a profit. To encourage the eating of better squabs and more of them. To find out the best places to buy grain. To learn how and where to sell squabs as well as how to raise them. To unite as squab and pigeon breeders, not to fight each other, but to help, in any way that comes up. To boost, and not to knock. To use the influence of what is now the largest pigeon organization in the world, on any topic, or in any work that may come up, in the broadest and best way, for the good of all. To get acquainted with and understand each other, so that when button wearers get together they can clasp hands in good fellowship. Watch the magazine from month to month for bulletins of progress.



Red stickers like this cut now ready for members, price twelve cents per hundred prepaid. These have made a big hit and we are mailing thousands. Use them to ornament top of letterhead or corner of envelope or on flap of envelope, or on bill-heads, etc.



HOW I GOT WISE TO TRUE SQUAB PRICES (by Gerald R. Wood). Here in Spokane I never sell squabs for less than \$4.20 per dozen, and more often it is forty cents apiece; in the winter I hold out for forty-five cents each, and get it, too. I had to cut out selling my squabs to the merchants here right from the start. I took two dozen nice squabs to town one day and after running around considerably had to sell them finally for \$2.40 per dozen. I might have gone on doing that and become disgusted like a good many others, only while I was waiting for my money, and the squabs had not even been taken off the counter, a customer approached and asked for squabs. A clerk stepped up and asked forty cents each for my squabs. The customer, evidently a chef from some hotel, took the bunch. I got \$4.80 for my work of feeding, raising, picking and marketing. The storekeeper got \$4.80 clear profit for allowing the squabs to be in his store about ten minutes. I went out of there a sadder but wiser man. I am now working for myself, not for commission men.

HOW FATHER LANDED THE HIGH MARKET (by Purcell O'Neal). I am breeding a small flock of Carneaux to get some good foundation stock for a squab plant. A year ago we moved to California from Oklahoma City, where we had a nice flock of Plymouth Rock Homers. We remodeled an old barn, built a large fly for them and they soon began to produce squabs. When we had bred them to about one hundred, my father began to look for a market. The first place he went to was a small restaurant. The buyer offered fifteen cents each for them, and when he was told that he could not have them for less than twenty-five cents each he laughed and said, "You will never get twenty-five cents for a squab in Oklahoma City." The next stop was at the Skirvin Hotel, one of the largest in the city. The steward inquired the price and my father replied, "I will not agree to furnish you squabs at this price, but just to show you what my squabs are like I will sell you a dozen at thirty cents each (\$3.60 per dozen)." The steward said he would take them and that we could bring him all we could possibly spare. There were several squab breeders in

the city and a few miles out in the country, and my father made a business of buying their live squabs and selling them to the hotel along with our own. We frequently sold them several dozen a week but as we could not supply them enough, they were compelled to have squabs shipped in from the large cities. One night we carried them a large basket of squabs and they informed us that they could not use them as they had just received a large shipment from St. Louis. Well, we never had tried to sell to private families but the next morning my father made a house-to-house canvass and in a few minutes had disposed of them all. We soon had several regular customers on our list and as they proved more profitable than the hotel we sold to private trade altogether.

WARNING

Plymouth Rock Homers and Carneaux and Plymouth Rock squabs are the best advertised pigeons in the world and are famous everywhere for their size and breeding. This has led unprincipled dealers to offer pigeons to the unwise and unsuspecting as "Plymouth Rock." Such pigeons are merely culls such as we sell ourselves for twenty-five cents a pair to market to be killed. Beware of dealers using our trade mark Plymouth Rock illegally and offering such stock at 75 cents to \$2.00 a pair, or whatever they can get, and telling any kind of a story to push the sale. Such parties have no financial rating, their so-called guarantees are worthless and nothing but humiliation and failure will follow the purchase of such stock for breeding purposes. Such flocks are mostly cock pigeons which do no breeding but only quarrel and eat.

I KNOW IT NOW

"After experimenting with pigeons five years I have settled finally on the Homer as being the best all-round utility bird. At this writing I have seven pens of pigeons. I have three pens of Homers, all foundation stock Plymouth Rock stock. I find the market in this section is strong for squabs that weigh about eight to ten pounds to the dozen with a limited sale for squabs that run larger. *The large consumers will consider only such squabs. They never buy anything larger.*"—George Klarmann.

"I handle the squabs of a good many other people here and notice that those that have Plymouth Rock Squab Company stock *are always sending me the best.*"—Stefan Schwarz.

Significant talk, written by Messrs. Klarmann and Schwarz, two secretaries of the Pacific Utility Pigeon Association. *What is true of California is true of every State and every City on the North American Continent.* See in our printed matter the letters from squab marketmen everywhere telling the same impressive fact. *Do you wonder why our sales steadily increase?* Raise the squabs to which the markets are accustomed, the salable squabs, the fast-produced squabs, the *profitable* squabs.



What Customers Who Have Bred Squabs from Our Birds Say—"Squabs Ten to Twelve Pounds to the Dozen"—"More Than Satisfied"—"Surpassing All Expectations"—"Know How to Ship"

WE have letters from customers by the thousand, telling of remarkable success with our birds. To give you an idea of what these letters contain, we print here a few extracts. (For the letters in full, see printed matter accompanying the Manual.)

BIG SQUABS

"My first shipment of squabs will be made April 11. So far my squabs have averaged ten and one-quarter, ten and one-half and eleven and one-half pounds to the dozen."

OVER TWELVE POUNDS TO THE DOZEN

"I weighed two squabs from your birds and they weighed just two pounds, two ounces."

MORE THAN A POUND APIECE

"I find your statements in your squab book are conservative in all things. The squabs I have taken at three or four weeks have weighed from thirteen to seventeen ounces apiece. After an experience of two months with your birds I am more than satisfied."

SIX DOLLARS A DOZEN

"I have some fine birds I have raised from your birds I bought a year ago last May. I am getting six dollars per dozen for my squabs now and can't get them fast enough. I have lost one bird since I started over one year ago."

KNOW HOW TO SHIP

"The expressman paid your firm a high compliment by calling our attention to the sack of grain and the water-dish. He said, 'These people seem to understand their business and are very careful of their birds. Why, we have had birds come in here half starved and looking just awful.' Those were his exact words. I thought them pretty good from a man who handles so many."

HIGH QUALITY

"I wrote you the first of the week for price of fifty pairs of Homers ready for hatching. The Homers I bought from you two years ago are doing finely, also those I hatched from them. They are very large and handsome. Shipped some dressed squabs last week to New York and they returned five dollars per dozen, which proves the quality of the goods."

BEST IN BOSTON MARKET

"The birds I have purchased from you are the cream of the flock. I have been selling the squabs at the Boston hotels for thirty-five cents apiece the year round, and Nathan Robbins at the Quincy Market was glad to take them at \$3.50 per dozen. I have saved a few young birds, some of the very finest."

GREAT BREEDERS

"I wish to state that from the two dozen pairs of Plymouth Rock Homers I got from you in November, 1908, I now, January 16, 1910, have over four hundred birds, and the flock is still increasing and I hope to have a thousand by the end of this year."

CANADA TRADE

By S. Gilbert

I would like you to publish this letter or any part of it. I think it would be of use to shippers in the States to customers in Canada. I sent to one advertiser for some pigeons and he sent them nicely crated, but no invoice, just a letter saying that he had shipped them. Consequently I had to pay duty as well as expressage. I wrote to him asking him to send me an invoice, as by so doing I could get the return of the duty charge. He sent me an **ordering letter**, which was of no use. Some time after that I sent to another advertiser for one hundred pounds wild seeds, \$1.50; freight, duty and customs brokers' charges brought it to another \$1.50, making \$3. Again no invoice. Before taking the bag out of bond I wrote to the advertiser telling him I would have double duty to pay if he did not send me an invoice—would he kindly do so? He answered me by sending me the **bill of lading**. No use. Now, how is trade to be encouraged between the two countries, when business is done like that? The customs brokers said to me: "I would not do business with a man who would not send me an invoice." I then bought birds of the Plymouth Rock Squab Company. They sent me two certified invoices, one for the broker and one for the customer and I never had any trouble, and no duty charged. Why is it that if you want birds or anything in the pigeon line, the Plymouth Rock Squab Company is the only company that we in Canada can depend upon, to have them reach us without trouble?

THIS PAGE MAY BE DETACHED AND USED FOR ORDER BLANK

NAME.....

NUMBER AND STREET.....

CITY OR TOWN.....STATE.....

DATE.....

PLYMOUTH ROCK SQUAB COMPANY

HOWARD STREET, MELROSE HIGHLANDS, MASS.

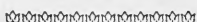
GENTLEMEN: My name and address are written on the above lines. Enclosed find \$..... in post-office or express money order, bank draft or check (United States two-cent stamps for amounts less than one dollar), and send me the following:

SQUABS OUR BIG FARM'S BEST MONEY-MAKER

BY F. I. ARMSTRONG

IT has been eighteen months since I entered the squab breeding business and I have had very good success. I have now 150 pairs of Homers and have sold 1036 squabs, all from a start of thirty-five pairs of Plymouth Rock Homers. The squabs have netted me thirty cents apiece, sold to commission men. I figure that if I had not sold squabs I would now have at least five hundred mated pairs. The Chicago market has held up well the past summer (1913). I am now receiving \$3.75 to \$5.50 a dozen. For a couple of months they were \$3 to \$4 a dozen. My pigeons are paying better than the two-hundred-acre farm we have according to the amount invested. To give you an illustration. We have been offered two hundred dollars an acre for the land and last year the rent amounted to fifteen hundred dollars. Figure the interest on the money at five per cent and you will see it is not paying very big. From one hundred and fifty pairs of pigeons, valued at three hundred dollars, I sold three hundred dollars' worth of squabs in eleven months. Expenses were one hundred

and fifty dollars, which leaves a profit of one hundred dollars and fifty dollars on a three hundred dollar investment. Some difference between this and the farm. Of course last year was a bad year here (Illinois), and another thing about the farm is you always know that the money invested in it is safe and that you are sure of something. I had a man who owns a threshing outfit tell me that I should have to raise some squabs to pay for the house I built. I answered him by saying that it would not take as long for me to pay for the house raising squabs as it would take him to pay for his threshing outfit, which he uses about one month in a year. I believe any one can make a success in raising squabs if he is not afraid of work. If one can make money with them, there is no reason why others cannot. Buy foundation stock of a reliable dealer. Do not look too much at the price you have to pay. Use the same amount of head work that you do muscle, and your chances to win out are about ten to one in your favor.



HOW WE BRED 800 PAIRS FROM 25 IN VERMONT

BY E. E. WYGANT AND RAY E. BROWN

IN April, 1909, we bought twenty-five pairs of Extra Plymouth Rock Homers from the Plymouth Rock Squab Company, Boston. When the birds arrived, we placed them in a box stall, built a small pen on the outside, and did not pay any attention to them except to water and feed for over three months, when we found we had to prepare other pens for the young, which were coming very fast. In fact, every pair shipped us were all raising squabs at this time. They came so fast that we put up a building 128 feet long, eighteen feet wide and twelve feet high. At this writing (June 3) two years later, it is filled with three hundred mated pairs all breeding, besides ten pens in the large barn No. 1 with four hundred mated pairs. I can see where I made a mistake when starting and that was that I should have bought about five hundred pairs and saved the time we have taken to breed. For since last August, when we began to sell squabs, we have been compelled to refuse orders owing to our wish to breed to one thousand pairs. We have made a point not to sell any squabs less than \$6 a dozen dressed, and guarantee every squab to weigh three quarters of a pound, dressed, or no sale. We are careful not to kill any birds if under the above weight. We have supplied banquets and hotels at the above price and in doing so we show a common pigeon by the side of a Homer, which settles all arguments at once. We feed entirely according to the directions in Elmer Rice's one-dollar Manual and have had no trouble in keeping all the birds in fine condition. The main point, in our estimation, is to have clean coops, fresh water at all times, and see that every bird is given enough to eat. If these instructions are lived up to at all times, there is no reason why anybody should not make a success of rais-

ing squabs. Make up your mind what variety of pigeons you want, how many you want, and remember the best is what you want. There are a great many varieties suitable for squab raising. We prefer the Extra Plymouth Rock Homers, which we find come up to all the requirements called for by the squab demand. There are some varieties which breed larger squabs than the Homer, but a good, plump, Homer squab will satisfy the appetite of most any common person; but in spite of this fact there are squab eaters like bargain seekers,—regardless of quality they want everything to look big for their money, so for the benefit of such customers we have put in a poultry business for the purpose of supplying something big, such as ten-to-twelve-pound roasters, turkeys, etc. Ninety per cent of our squab customers are perfectly satisfied with our Homer squabs. Five of the ten per cent left have no kick, and the remaining five per cent could not be satisfied with any squab, regardless of size, so we fill their orders with poultry. Regardless of the variety you start with, it is quality you want, not quantity. Buy your foundation stock from a reliable breeder. Tell him what you want, and pay his price. Don't think the price too high considering quality, as he knows the value of the birds he is quoting you prices on much better than you, and bantering over prices with a reliable breeder is only a waste of time. Also remember that saving money buying cheap stock birds is not saving, only wasting. The successful squab raiser should study the *National Standard Squab Book*, and take advantage of some of the many good hints from men who know from experience.



SUBURBAN SQUAB RAISING IN THE SOUTH (by W. G. McDavid). One day, a year ago, I came across a little pamphlet entitled "How to make Money with Squabs," and at once my old love for pigeons was rekindled. In a few days I sent an order for twenty-four pairs of Extra Plymouth Rock Homers and supplies, and at once began the construction of a one-unit house to put them in when they should be received. The birds arrived on Tuesday, May 21, and the following Sunday, much to my surprise, I found nineteen nests in the house. After looking at a number of places I decided to purchase a five-acre tract situated three and one-half miles north of the city and only a little over one-fourth of a mile from the trolley line. Securing possession of this property, I commenced the construction of my future home and the necessary outbuildings to carry out my scheme. Thus was "Hillcrest" launched. On August 1, 1912, I took possession, having previously had my pigeon house moved out from town. After my squabs are killed and plucked they are plumped in ice water over night, each one is then wrapped in paraffin paper and enclosed in a pasteboard carton holding one pair. The carton is then wrapped in paraffin paper and sealed with a "Hillcrest, guaranteed" sticker seal. I have been unable to supply the demand for squabs at sixty cents a pair. Chickens and pigeons are so far an entirely satisfactory combination and I feel reasonably sure that fruit and berries will blend well with them and help swell the revenue.

GREAT OPPORTUNITY IN FLORIDA.

The Florida winter trade gets its squabs from New York. Our colony of squab breeders in that State, numerous as they are, and breeding in the aggregate thousands of pairs of pigeons, are not a flea-bite on the Florida demand. The Flagler hotels along the East Coast must have squabs. Where do they get them? The answer is, that every December Heineman Bros. are given a single order for three thousand dozen to four thousand dozen of squabs by one man, and that enormous quantity is accordingly shipped to Jacksonville by the Clyde line steamships and put into storage. During the following three months, which are the Florida winter season, they are shipped as called for to the Flagler resorts from St. Augustine to Nassau, the bulk of them going to the two big hotels at Palm Beach, the Royal Poinciana and the Breakers. These forty thousand to fifty thousand squabs are eaten by visitors from the North. It is a traffic of such enormous magnitude as to be entirely out of the reach of the squab raisers of the South, at their present number, and it will take twenty-five years at its present rate of development for the squab industry in the Southern States to cope with this Florida demand.

THESE COUPONS MAY BE USED WHEN SENDING ORDER

How to Send Money

The coupons in the second column on this page may be used in ordering, if desired. (If you do not wish to cut into this book, write an ordinary letter telling how much money you are sending and what you want for it.)

Amounts **up to one dollar** may be remitted in United States **two-cent** stamps, provided they are in sheets (not detached). **One-cent** United States stamps will be accepted if necessary to make the proper amount. Stamps of larger denomination and stamps of Canada or other foreign countries cannot be used by us, and will not be taken.

Amounts of **one dollar or more** should be sent us in the form of a post-office money order (obtainable of any postmaster), or an express money order (obtainable of any express agent), or a bank draft (obtainable of any banker). Personal checks, if sent, should be for **ten cents additional** to pay the charge which our bank makes for collecting the money from your bank.

Do not send us any copper, nickel or silver coins, as they may be lost. Buy two-cent stamps with them. If you send paper money, go to your postmaster, pay him ten cents and have your letter registered, which insures you against loss.

If you are sending money for birds, please go to your express agent and buy an **express money order**. This gives you an opportunity to get better acquainted with him, and tell him you are going to have some live pigeons come, and that you would appreciate whatever attention he gives them, and quick delivery. If you are on or near a telephone line, ask him to notify you when the birds are put off the train. (We notify you by mail a day ahead of the time of shipment.)

If you live in a town whose name is duplicated in your State, be sure and give **the name of your county**. For example, in California, there are three towns named Lake View, in three different counties, and it is impossible for us to write letters or ship goods to a customer in either town unless we take two weeks to find out in which county he lives. There are many such duplications in America.

We send either the goods ordered, or a receipt for the money you send, or both goods and receipt, **the same day we receive your money**, so you are bound to hear from us in quick time. Trading with us is as satisfactory as if we were next door to you; we will treat you courteously, in a fair and liberal manner. We are responsible and have built up our large trade by giving **the best service** in pigeons, pigeon supplies, and pigeon correspondence, and giving it **quick**.

PLYMOUTH ROCK SQUAB CO.

Melrose Highlands,
MASSACHUSETTS.

ELMER C. RICE, Treasurer and Manager

FILL OUT, CUT OUT, AND MAIL

COUPON NO. 1

RICE'S MANUAL, \$1.00

PLYMOUTH ROCK SQUAB COMPANY, Melrose Highlands, Mass.

Gentlemen: Enclosed find One Dollar in post-office or express money order or bank draft, for which mail me one copy of your latest Manual, the National Standard Squab Book, by Elmer C. Rice. My name and full address are as follows:

Name

Number..... Street

Town or city..... County

State (in full)

FILL OUT, CUT OUT, AND MAIL

COUPON NO. 2

SPECIAL OFFER

PLYMOUTH ROCK SQUAB COMPANY, Melrose Highlands, Mass.

Gentlemen: Enclosed find an express or post-office money order for for which send me Special Offer Number My full post-office address is as follows:

Name

Number..... Street

Town or city..... County

State (in full)

NOTE. If your railroad station where express and freight are received is different from your post-office address, tell us the name of it in your letter accompanying the above Coupon No. 2.

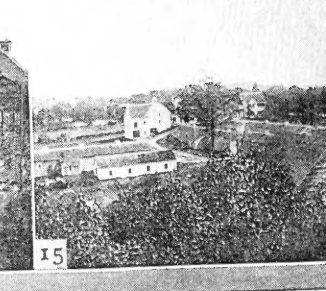
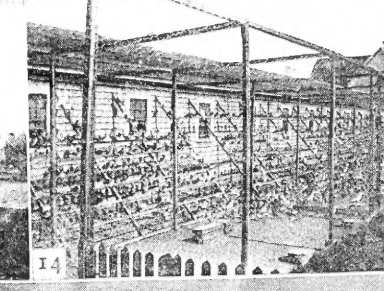
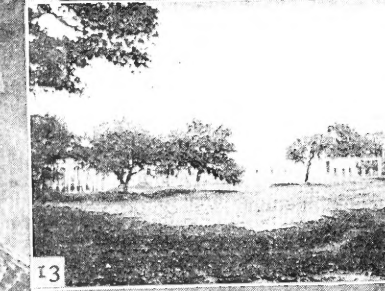
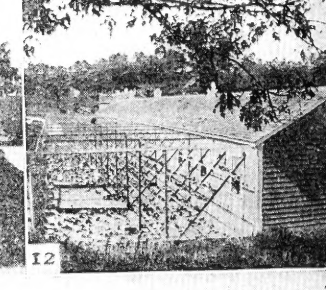
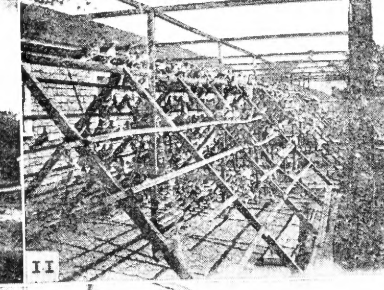
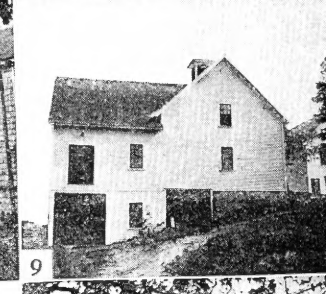
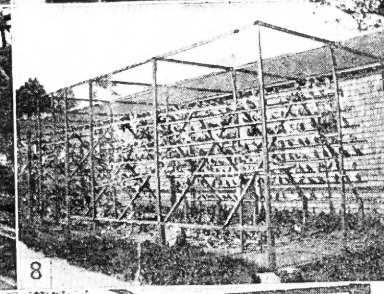
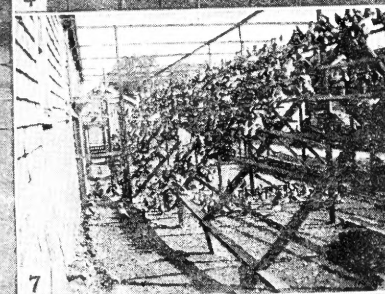
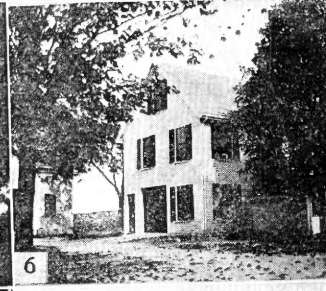
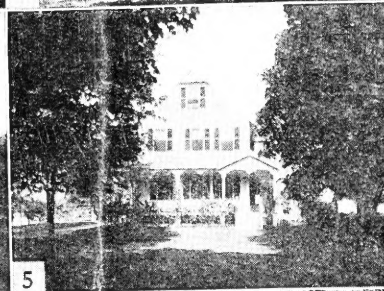
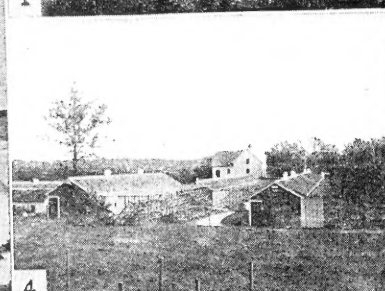
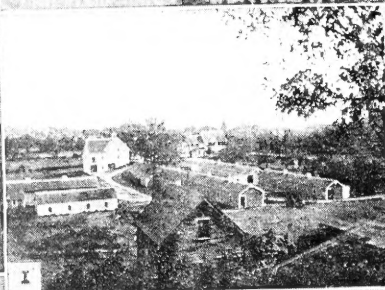
We sell building plans for squabhouse construction, giving by scale the dimensions of one of our units, and the lumber necessary to build, with its cost. This is all you need in the way of plans to build for any flock, from three pairs to ten thousand pairs or more. We show you in detail how to build a 10 by 12 unit, and the cost. A two-unit house is 20 feet long, a five-unit house 50 feet, a ten-unit house 100 feet, a twenty-unit house 200 feet. In a long house the partitions between units are made by wire-netting, not lumber. The units can be arranged to fit any size or shape of lot. **Price of building plans, postage paid, ten cents.**

HOW TO FIND OUT THE TRUE SQUAB PRICES

TO learn the true prices for squabs at your nearest market, go there in person or by mail and offer to **buy**, not to sell squabs. Then make a fair deduction from that figure (say twenty-five per cent) to get the price which that market ought to and will pay you for the squabs you breed. **Do not believe or be guided by newspaper quotations.** The prices for squabs and other poultry which you may see in the market columns of the newspapers are **not the true prices** and are not the record of actual sales, but are figures furnished to the papers by the **secretaries of the produce exchanges** and represent what the dealers would like to pay to get the squabs. They actually have to pay much more, in some cases from fifty to one hundred per cent more. No intelligent breeder or grower is guided by these misleading and one-sided quotations. **Find out the truth for yourself by offering to buy and not to sell.** The figures of stock and bond sales which the newspapers print are a record of **actual sales** and are true, but they print no records of actual sales of poultry. In time this will be changed. The big financial interests, rich and powerful, would not stand for press-agent offers for stocks and bonds. The farmers are entitled to equal consideration. The newspapers have no dealings with the country producer and at present take and print only the figures given them by the city middlemen.



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TITLES OF PHOTOGRAPHS

- 1 Melrose plant, Plymouth Rock Squab Co.
- 2 Dwelling and office building.
- 3 Mating house, No. 7.
- 4 Pigeon houses, Nos. 3, 4 and 5.
- 5 Home of Elmer C. Rice.
- 6 Office building.
- 7 Pigeons in yards of house No. 6.
- 8 Ditto, house No. 2.

- 9 Barn.
- 10 Manure building.
- 11 Pigeons in yards of house No. 7.
- 12 Pigeon house No. 5.
- 13 View from Howard Street.
- 14 Pigeons in flypens.
- 15 View from hillside.